

The National Underwriter

LIFE INSURANCE EDITION

INSUR. LAB.

FRIDAY, JULY 2, 1926



Peoria Life Insurance Company

Peoria, Illinois

Our Building Plans

We borrow a text from the manager of a large public utility corporation. In a recent message to its employees he said:

"I hope that while you are building for the company, you are building for yourself."

The Peoria Life takes a position even more advanced. We reserve the right to doubt a man's ability to succeed—before we make contract with him. When we enter definitely into partnership with an agent, we assume an obligation to see to it that he makes good.

This is not pure philanthropy. We just don't be-

lieve we can build the Peoria Life unless our agents also prosper. We are encouraged for the future of the Company when we regard our state and district managers, risen to their positions from the ranks of our Agency Force; and when we consider the whole family of successful Peoria Life agents, enjoying good incomes, occupying positions of respect and usefulness in their communities—building for themselves while they build for the Company.

There is evidence for our position in the progress of the Peoria Life as a company—18 years old, 125 millions in force without mergers or consolidations, all put on the books by our own agents.

Nearly Two Centuries Ago Lord Chesterfield said: "DESPATCH IS THE SOUL OF BUSINESS"

Life insurance theory then had barely emerged from its chrysalis and the insurance companies were usually insignificant speculative ventures.

Business, as we know it today, was undreamed of, and yet the Earl had the unusually keen insight to single out the one factor

Lord Chesterfield (Philip Dormer Stanhope, fourth Earl of Chesterfield) was an English courtier, orator and wit, famous for his pointed sayings. He has often been called "the La Rochefoucauld of England." He was born in London, in 1694, and held many important political posts during his life which ended in 1773. His "Letters to His Son" were published soon after his death and have established for themselves a place of their own in English literature.

necessary to a successful business.

Despatch is the soul of business, and the men at the helm of the Peoples

Life are fully aware of its importance.

Service with despatch is worth much to the Life insurance man—and the Peoples Life gives to its policyholders and agents an overflowing measure of it. It is a factor accountable for much of the success of Peoples Life representatives.

The Peoples Life may be just the company you are looking for.



Peoples Life Building
130 N. Wells St., Chicago

THE PEOPLES LIFE INSURANCE COMPANY ILLINOIS

ADDRESS E. J. COTTER, SUPERINTENDENT OF AGENTS, TODAY

THE NATIONAL UNDERWRITER, Life Insurance Edition, Published Weekly by The National Underwriter Company.
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year; 15 cents per copy. Entered as second class matter, June 9, 1900, at post office at Chicago, Ill., under act of
March 3, 1879.

An Opportunity Seeks The Man

TO a life insurance salesman with a background of successful agency experience, who is either a leading personal producer or a highly capable organizer possessing a thorough knowledge of men and who has built up an agency force—an opportunity is being offered that can scarcely be measured in terms of dollars and cents. Remuneration of course will be determined by his ability; but what is more to the point, is the fact that the man we desire can become a part of our successful organization as AGENCY MANAGER or GENERAL AGENT for the western part of the state of NORTH CAROLINA, grow with us, succeed with us, and be rewarded according to his ability.

The man whom we feel would fit in with our program of expansion is probably not seeking another connection at present but would like to join an organization where he would be afforded the opportunity to give the fullest expression to his ability and ambition.

In answering he should give a complete story about himself, his work, his desires for remuneration and his hopes for advancement. He can depend upon it that the information given will be held in strictest confidence.

*Address S-74,
care of the National Underwriter*



MODERN SALES METHODS —A *Decided Advantage*

"There is some satisfaction in putting on a nice increase when your company gives you more than a thank you for it!" These are not his exact words, but they express what one International Life man desired to convey—that the International Life rewards its workers in a substantial manner.

Contests, special months, bonuses and every other modern sales stimulator are utilized to bring up individual production of each International Life man. It is this wide-awakeness that keeps the agent on his toes and gives him a decided advantage.

International Life Insurance Co.

St. Louis, Missouri

W. K. WHITFIELD, President

DAVID W. HILL, Vice-President

W. F. GRANTGES, Vice-Pres. and Gen'l Mgr. Agents

general
gt. 2 pub.

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Thirtieth Year, No. 27

CHICAGO, CINCINNATI, AND NEW YORK, FRIDAY, JULY 2, 1926

\$3.00 Per Year, 15 Cents a Copy

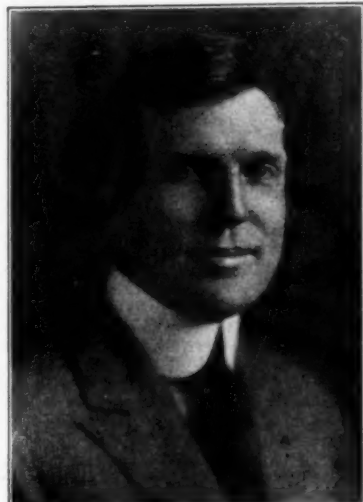
PACIFIC MUTUAL LIFE AGENTS IN CONVENTION

Annual Meeting of Big Tree Club,
Organization of Big Producers,
Held in Colorado

HONOR PAID TO COCHRAN

Campaign in Honor of President Ex-
ceeds Quota—Increase in Dis-
ability Rates

COLORADO SPRINGS, COLO.,
June 30.—With 170 men and ten women
in attendance, the annual convention of
the Big Tree Club of the Pacific Mut-
ual Life opened here Monday. All of
those present qualified by paying for



ROBERT A. BROWN
President Big Tree Club

\$200,000 or more of business the past
year.

The company recently concluded
what was known as the George I.
Cochran vicennial contest, which ran
for 20 days from June 1 to June 20 and
set as its goal \$20,000,000 of paid-for
insurance to celebrate Mr. Cochran's 20
years as president of the company. Tel-
egrams received at the banquet an-
nounced that the agents had overwrit-
ten their quota and indicated that the
figure would be almost \$21,000,000. An-
other telegram announced that the June
business on noncancellable has already
passed the \$100,000 mark in premiums,
surpassing all previous records.

Increase Disability Rates

An increase in rates for permanent
and total disability has been announced
for July 1. While the increase is not
uniform it will average about 40 per-
cent. This increase is the result of an
exhaustive actuarial investigation of the
figures of several companies on this
form of protection.

The changes in noncancellable rates

FREE TRIP TO FRANCE

AMICABLE LIFE'S PROPOSAL

Waco Company Makes Offer to Legion-
naires Who Are Its Agents on
Financing the Journey

An offer of the Amicable Life, through
its president, A. R. Wilson, of Waco,
Texas, to its agents who are eligible of
free trips to France with the American
Legion's great peace time armada in
September, 1927, as prizes for desig-
nated amounts of insurance written, has
opened a new field of business for the
company among the thousands of
legionnaires and is expected to bring to
that company many thousands of dol-
lars worth of added business the com-
ing year. The offer of the company has
attracted the favorable attention of the
Texas legionnaires and the national
travel director of the France Convention
Committee, John J. Wicker, Jr., of Rich-
mond, Va.

President Wilson's letter to his field
agents reads in part:

"The Amicable Life hereby announces
that to every agent of the company who
is a member of the American Legion or
the American Legion Auxiliary, and
who, between July 1, 1926 and July 31,
1927, writes \$200,000 of paid for life
insurance (excluding term) will be
given the minimum grade accommoda-
tion trip to Paris with railroad fare
from his home to the port of embarka-
tion and \$100 in spending money.

"To those who write \$300,000 of paid
for life insurance (excluding term) will
be given the medium grade accommoda-
tion trip, with railroad fare and the
\$100.

"To those who write \$400,000 will be
given the best grade accommodation
trip, railroad fare and the \$100.

"In case any agent should desire to
earn two trips in order that he may take
his wife or some other one qualified to
go, he can do so by writing double the
amount. The rules governing the pro-
duction of business will be the same as
the rules for qualification in the
Amicable \$100,000 Club."

and forms also came in for considerable
discussion. The company has raised
the rates on the hazardous ages above
40. Premiums remain about the same
on ages from 30 to 40. Premiums are
materially reduced on ages from 20 to
30.

Baker Welcomes Delegates

The convention was called to order
by Robert A. Brown, president. Dan-
ford M. Baker, vice-president of the
company, delivered the address of wel-
come and stated that it was quite a
tribute to the management of the com-
pany when large groups of business men
not only on the Pacific coast but also
as far back east as Hartford, Conn.,
were paying \$1,000 a share for the com-
pany's stock although it only paid 2
percent return.

Arthur C. Parsons, also a vice-presi-
dent of the company, presided over the
subject of building insurance programs.
He stated that the program method was
the only scientific, business-like way of
selling life insurance. Under this method

ADAMS ACCEPTED POST COMMITTEE HAS CONFERENCE

Indianapolis Attorney Becomes Secre-
tary and General Counsel of the
American Life Convention

INDIANAPOLIS, July 1.—Clariss
Adams, Indianapolis attorney, has
formally accepted the office of secre-
tary and general counsel for the Amer-
ican Life Convention. When the posi-
tion was tendered Mr. Adams several
weeks ago he asked for time to con-
sider and last week the committee com-
posed of H. M. Woollen, president of
the American Central Life, H. B. Arnold,
president of the Midland Mutual Life,
and T. W. Blackburn, retiring secretary
and counsel of the American Life Con-
vention, met with Mr. Adams in Indian-
apolis and received his favorable answer.

Mr. Adams is a member of the well
known firm of insurance attorneys at
Indianapolis, Turner, Adams, Merrell
& Locke; another member of the firm,
Geo. E. Turner, has an important con-
nection with the casualty insurance busi-
ness as manager and counsel of the
Casualty Information Clearing House
which has headquarters in Chicago. Mr.
Adams is to be given time for readjust-
ing his interests in the law firm and
will assume his new duties with the
American Life Convention some time
before the first of the year.

Will Take Over Trial Work

As Mr. Adams has been representing
the firm as its court representative or
trial lawyer it is conjectured that G. E.
Turner of the firm will very likely re-
sume this work which he formerly did
for the firm before he made his con-
nection with the Casualty Information
Clearing House. This law firm has
specialized in casualty insurance legal
service to companies and it is under-
stood that members of the American
Life Convention came to learn of Mr.
Adams' legal ability through work done
by the firm for life companies in their
disability departments.

Prominent in Politics

Though still a young man Mr. Adams
has taken a commanding place in busi-
ness and public affairs in Indiana and he
has established for himself valuable and
influential connections in that state. In
the primaries this spring he was a can-
didate for nomination on the Repub-
lican ticket as United States senator to
succeed Senator James Watson who has
held that office for many years and Mr.
Adams revealed much strength in the
face of the thorough organization
Senator Watson has built up in Indiana.
The headquarters of the American Life
Convention will be moved from Omaha
to St. Louis.

resourceful agents obtain more inter-
views with better results.

Advantage of Program Insurance

Harry C. Faibling, general agent at
Denver, stated that the three reasons
why more men were not using the pro-
gram method were lack of appreciation,
lack of knowledge and lack of ambi-
tion, continuing he stated that under
this system the prospect was able to

ACTUARIES MAY NAME STANDING COMMITTEE

Life Companies Wish Permanent
Study of Disability Clause to
Be Made

UNSATISFACTORY IN PAST

Lack of Uniformity and Paucity of Sta-
tistical Data Combined to Make
Investigation Worthless

There is a likelihood that a standing
committee will be named in the near fu-
ture to study the disability clause of life
insurance policies and furnish a means
of constantly watching the trend of this
comparatively new underwriting problem
of the life companies. The organiza-
tion of such a standing committee is
favored by many of the prominent east-
ern actuaries and it is expected that the
Actuarial Society of America may be
the organization called upon to name the
committee.

Uniformity Is Needed

It is becoming more generally rec-
ognized that, although at present, with-
out any general statistics upon which
experience can be based, the companies
must turn to their own experience for
guidance, some definite program of uni-
form statistics should be worked out for
the future. Uniformity is essential both
in underwriting practice and in the pro-
mulgation of rates, to enable the com-
panies to compare their experience. The
individual company experience is not
broad enough and does not cover a suf-
ficiently long time to be of much value
in determining an underwriting program.
The life companies are now generally
agreed that the experience of the past
on the disability clause has not been
satisfactory and some change must be
made. A number of the companies have
already increased the disability rates
and announcements of increases in other
offices are now expected, as practically
all actuarial departments are studying
this important phase of the work.

The matter was brought to a head a
few weeks ago, when the joint investi-
gation committee of the Actuarial So-
ciety made its report on the disability
clause, the result of two years intensive
study. In this report it was definitely
stated that the statistics thus far col-
lected are insufficient to furnish any
guide for the companies as a whole. The
clause has been written but a compara-
tively short time and no two companies
have applied the same rules and regula-
tions regarding its underwriting in the
past. As the uniformity program is
rounded out, some permanent investi-
gating group would be of aid, in devel-
oping a statistical study of the problem
as rapidly as conditions warranted.

see his needs as well as hear of the.
It is the most successful method, he said,
to create the desire.

J. E. Capps claimed that while pro-
(CONTINUED ON PAGE 22)

CHARGES ARE DENIED

GIVE ILLINOIS BANKERS' SIDE

Officials of Company Answer Allegations Made in Suit Brought by Attorney General

Officials of the Illinois Bankers Life say that the charges made in the suit recently filed by Attorney General Carlstrom of Illinois, asking that the Illinois department of trade and commerce be authorized to take over the affairs of the company, are in many respects not well founded.

Claim Plans Approved by Department

Complaint is made that the officers have continued their plan of reorganization when it had been disapproved by the director of trade and commerce of Illinois. They state that the proposed plan of reorganization was worked out in the summer and fall of 1925 under the direction and guidance of Clifford Ireland, then director of trade and commerce, and John F. Williams, then actuary of the Illinois department. The plan was, with their approval, submitted by the members, but the vote on the plan was delayed by injunction proceedings in the federal court. The action of the United States district court in issuing injunctions has just been reversed by the United States circuit court of appeals, but no vote on the plan has been had. In the meantime H. U. Bailey has succeeded Mr. Ireland as director of trade and commerce and T. L. Anderson has succeeded Mr. Williams as actuary. The matter has not been taken up with the department in the meantime on account of the injunctions and no order has ever been issued in regard to the plan of reorganization by the new director of trade and commerce, the company contends.

Question of Investments

Complaint is made of the purchase of some Canadian bonds bought in good faith 15 years ago. The legality of this purchase has never been previously questioned. The complaint is made that the association exceeded its corporate powers in buying in at a foreclosure sale an entire farm instead of just the part of the farm upon which the association held a mortgage. This was done by the officers because it was felt that it would be much easier to realize the money of the association if the farm could be sold as a unit instead of merely the part covered by the mortgage of the association. Complaint is made of some mortgage loans made to some of the directors. It is stated these loans were made a number of years ago in good faith and in one case to one who was not then a director of the association, but who has since become an officer.

Claim Agents Are Loyal

There is a general complaint made in the petition that there is a loss of confidence in the officers by the agents. Company officials say the great majority of the agents have shown exceptional loyalty during the period of litigation stirred up by those who are opposed to the association going on a legal reserve basis, and that this strong loyalty is demonstrated by the fact that production for June will be about \$800,000 of new insurance written. The lapsation for the present year is not running much greater than during normal times. The officers hope to have a speedy hearing to show that the association is in good condition.

The bill filed by the attorney general shows that it has assets of over \$5,000,000 and liabilities of less than \$350,000, with \$115,000,000 of insurance in force.

Object to Examination Report

An examination has recently been concluded under the direction of the committee on examinations of the National Convention of Insurance Commissioners. Officers of the association have taken exception to a number of

FOSTER INDEPENDENCE

INSURANCE A GREAT AGENCY

Hugh D. Hart Sees Institution as Means of Reaching Great Cause of Economic Independence

INDIANAPOLIS, June 30.—At a dinner of the Life Underwriters' Association of Indianapolis held here tonight the principal speaker was Hugh D. Hart of Hart & Eubank, general agents of the Aetna Life in New York. Mr. Hart spoke of life insurance as a great and worthy cause. He said in part:

Sees Three Great Causes

"Men have urged forward human progress by attaching themselves to great causes. A great cause must have as its motive power a great principle, a principle worth the while of men to live for and to fight for and to die for. No great cause can move human society unless it have as its objective the betterment, in some form or fashion, of humankind. The story of the race, with its wars and its upheavals, is the story of mighty causes as they rose and fell with the rise and fall of the valiant men who espoused them. An analysis of these great causes of history brings us to a realization that there have been three major causes for which humanity has struggled through the centuries. The first was the cause of religious freedom. The second major cause was the cause of political independence. These were great causes, and I like to think that these mighty aspirations of humanity have been reached and made secure in our own country.

Economic Independence Vital

"The third great cause is the cause of economic independence. Someone has wisely said, 'For progress to be made in civilization it is necessary for the standard of living of the community to be continuously raised.' Today men require not a mere living wage, but a cultural wage. The good things of this fine civilization which men have been learning through the centuries to contrive, are not to be the special monopoly of the fortunate few at the top, but men of every grade and class and station must more and more partake of these comforts and blessings if civilization is to progress.

Life Insurance a Great Agency

"The great cause of this century is, therefore, economic independence, and life insurance is, perhaps, the greatest agency of economic independence. No other plan has been able to guarantee it, for life insurance comes nearer than any other human device to solving the age-long aspiration of man for security for himself and for his dependents in the possession of the needful things of life, and life insurance, more than any other agency of man, gives promise of raising the standard of living for the average member of society. Life insurance, in the light of this conception, therefore, assumes the dignity of a great cause—a part and parcel of the cause of economic independence."

statements contained in the report. A hearing on these exceptions has been set by the Illinois department for some time in July. Although the hearing has not been held or the objections considered, the Illinois department has filed this petition on the statements of the examiners, which are strongly contested by the association and its officers. They feel that judgment should be reserved until the association has had an opportunity properly to present its side of the case.

Columbus Mutual Convention

The annual agency convention of the Columbus Mutual Life will be held at Columbus, O., Aug. 18-20.

TELLS OF LOAN WORK

EMPHASIZES ITS IMPORTANCE

President W. D. Van Dyke of Northwestern Mutual Life Addresses Company Conference

MILWAUKEE, WIS., June 30.—The farm loan agents of the Northwestern Mutual Life held their annual convention at the home office here last week under the directions of Frank C. Lewis, superintendent of loan agents, and H. D. Thomas, manager of farm loans. President W. D. Van Dyke was the principal speaker at the sessions and summed up the functions of the loan department. He said in part:

Is Not Appreciated

The work of our loan agents in carrying on their part of the business of our company is, I fear, but little generally understood and its importance seems by no means to be fully realized by the general public, and perhaps not fully appreciated by all of us, a condition which possibly justifies my inviting your attention to a somewhat technical view of the situation.

Permit me, therefore, to state that in name and in fact our organization is an institution furnishing protection against the uncertainties of life.

The general public regards life insurance companies as organized to assume the most uncertain of risks. It views with amazement the over \$72,000,000,000 of life insurance now in force in the United States, and is being constantly brought into contact with the uncertainty of life by the active soliciting by life insurance companies.

One of Two Chief Factors

Paradoxical as it may seem, it is a fact that the very essence of life insurance and the foundation of its success is the absence of risk and consequently the certainty of the protection which it affords. It has been well said of life insurance that—"Probably no other institution ever devised by man has so well succeeded in superimposing upon uncertainties a structure of certainty."

In order to be successful, therefore, it is our duty to the best of our ability to make certain the uncertainties of our business by minimizing, as far as possible, the risks incident thereto.

The risks assumed by a life insurance company may be roughly classified as two-fold: The risk of the insured life, i. e. the risk of the uncertainty of the duration of each life insured; and the risk of the company's investments.

Risk Is Minimized

The risk of the uncertainty of life is minimized by the fact that life insurance is based upon mathematical averages, and the company having assumed a large number of such individual risks, the element of uncertainty in the aggregate may, for all purposes, be largely excluded by the high standard of its averages.

From a practical standpoint, this risk of the uncertainty of life can be minimized only by the greatest of care in our medical selections. The acceptance by our company of only choice, selected lives, is the all-important factor and one which can not be over-emphasized.

The only remaining risk is the risk of the company's investments. To reduce this risk to the lowest practical minimum is the object and duty of every life insurance company because upon the safety of its investments depends the certainty of its ability to fulfill its contract obligations. Intelligent, choice selection of its investments is, therefore, the measure of this duty. It may be truly said that—"If insurance makes sure," it is because investing has "made sure."

Our by-laws have imposed upon our

CONVENTION OF AGENTS

PREUS AND EKERN SPEAKERS

Lutheran Brotherhood Club Discusses Many Points of Interest to Men With Rate Book

The Lutheran Brotherhood of Minneapolis held its agency convention this week in Minneapolis. The Lutheran Brotherhood is a legal reserve institution basing its rates on the American 4 percent reserve table. It is eight years old and has been on the legal reserve basis from the start. It writes only members of the Lutheran church. It now has \$12,000,000 insurance in force. In May its production was \$1,000,000. L. L. Johnson, the actuary and treasurer, was formerly chairman of the insurance committee in the Wisconsin house of representatives. He was prominent in the political activities of Wisconsin and made a strong fight to become speaker of the house. He was connected with the Wisconsin insurance department when Herman L. Ekern was insurance commissioner. Mr. Johnson served as secretary of the Wisconsin house commission that was appointed to investigate fire insurance. He is one of the leading factors in the Lutheran Brotherhood.

Prominent Men on the Board

J. A. O. Preus, now a member of the firm of W. A. Alexander & Co. of Chicago, well known general agents, former Minnesota insurance commissioner, later state auditor and finally governor, is chairman of the board of the Lutheran Brotherhood. Attorney General Herman L. Ekern of Wisconsin is a member of the board as is C. H. Boyer, formerly vice-president and general manager of the United States Life & Casualty of Chicago. The Lutheran Brotherhood has a very strong set of officers and directorate.

Zander in Charge

The business sessions were in charge of the president of the agency club, Christian Zander of Lincoln, Neb. The retiring president of the club was Ralph Udem of Sioux Falls, So. Dak. The address of welcome was given by Th. Eggen, president of the Lutheran Brotherhood. In the course of the convention, talks were given by Mr. Ekern, Mr. Preus, Dr. J. R. Peterson, medical director, Actuary Johnson, Dr. C. E. Brooks of the University of Wisconsin, J. E. Hegg, field superintendent, Prof. P. O. Holland of St. Olaf College, a member of the board, N. K. Neprud, superintendent of agents and others. Mr. Preus was toastmaster at the banquet.

finance committee the "charge of investing and managing the company's assets." You gentlemen, our loan agents, were selected to aid the finance committee in the performance of their duties to make and to maintain the certainty of the safety of our mortgage loan investments.

The work of you gentlemen as the company's loan agents is obviously of the utmost importance in that the success of our company is dependent in no small degree upon your efforts and the faithful performance of your duty.

Kansas Code Commission Plans

The Kansas code commission has practically agreed upon the contents of the code to be submitted to the next session of the legislature, subject to a series of conferences to be held with the representatives of different company organizations in August. The commission expects to meet again beginning July 5 for the purpose of rewriting and editing its report. Copies of the report will then be submitted to the various company organizations for examination and criticism.

HAD STRONG PROGRAM AT BUFFALO MEETING

Four Faculty Members of Sales School Addressed Association

LOVELACE IS HEADLINER

Coffin, See and Englesman Also Give Forceful Talks on Life Insurance Salesmanship

BUFFALO, N. Y., June 30.—Four members of the faculty of the University of Buffalo summer classes in life insurance addressed members of the Buffalo Life Underwriters at their June meeting last week—Dr. Griffin M. Lovelace, Vincent B. Coffin, Frank M. See and Ralph G. Englesman.

Lovelace Chief Speaker

Dr. Griffin M. Lovelace, the school's director, and head of the New York University School of Life Insurance, was the principal speaker. Dr. Lovelace outlined briefly his work in the insurance classes. He said that training in the universities is very often misunderstood and unjustly criticized by old insurance men. These insurance pioneers, he believes, fear that the schools are stressing technicalities. This is not the case, Dr. Lovelace said, and many of the schools' critics have never visited the school, nor have they gone over the school curriculum.

Dr. Lovelace gave some intensely interesting and helpful suggestions on how to sell life insurance through arousing the imagination of the prospect. Through allowing them to see life insurance in action, the salesman cannot help but arouse interest on the part of his prospect.

Specific Connections Valuable

"Stimulate a desire to buy life insurance by arousing the imagination of your prospect through certain specific connections," Dr. Lovelace said. "One of our men sold a \$200,000 policy the other day through a skillfully connected story of the program of a certain other business man he had sold. This salesman told the story so clearly that his prospect said afterward that he could see himself in the other man's place, and could visualize the benefits he and his family could derive through such a program."

Dr. Lovelace emphasized the importance of being specific in visualizing life insurance to a prospect. "You are approaching the father of a young boy. Make him see himself sending this boy off to college. Specify a school and picture to him a definite story."

Dr. Lovelace said it takes a great deal of practice before a salesman is able to visualize effectively, but with earnest practice, he soon will be able to picture life insurance in action, and it is the action of life insurance that makes a prospect desire it.

Showed Dual Responsibility

Vincent B. Coffin, another member of the university faculty, spoke on the responsibility of the life underwriters association to the individual members and the responsibility of the individual member to the association.

Increased activity of the life underwriters association is reflected in its present work, he said. The association was primarily organized to protect individual members and the business from bad legislation. Little thought at the time of organization was given to the social side of its activities. However, through the organization, agents and salesmen have developed the business and themselves into a professional stand-

COMPANY READY SOON

PLANS OF UNION LABOR LIFE

Financing of New Organization Is Almost Completed—Will Begin Writing in Near Future

WASHINGTON, D. C., June 30.—According to the announcement of Matthew Woll, vice-president of the American Federation of Labor, and president of the Union Labor Life, the financing of the company is nearly completed and it will begin writing in the near future. Mr. Woll states that three international unions have taken the limit of 800 shares and about half of the total number of international unions affiliated with the American Federation have invested heavily in the company. Scores of local unions and city central organizations have come in also, and more are coming in each day.

Plan of Company

The Union Labor Life will write both group and individual insurance for trade unions and members of unions, wage earners and their families and dependents. The company is a stock organization, but earnings on stock and surplus are limited to six percent with dividends accumulating from the time the subscription is received and paid for. The company is incorporated under the laws of Maryland, with an authorized capital of \$300,000. Par value of the stock is \$50.

In order to guarantee that ownership of the company will remain with trade unions and individual members of unions it is provided that stock cannot be transferred without giving the company the prior option to purchase the stock at the purchase price either for its own use or for resale. In addition at least three-fifths of the directors are to be representatives of the various unions. The number of shares to be owned by any one individual or union is strictly limited.

ing surpassed by no other business. Meetings and conventions have developed a spirit of good fellowship that could not have been acquired in any other way. If there was no such organization as the life underwriters association, the present understanding among members could not possibly exist, he said.

Important contacts with the public is the third phase of the organization that is just being developed, Mr. Coffin said.

Gave Vivid Demonstrations

Frank M. See, member of the faculty, covering the interview practice of the school, was an unusually interesting and helpful speaker. He went about the dining room visiting acting prospects, and a half hour's intensive selling demonstration was carried on. The principal features of Mr. See's selling demonstrations were that he agreed with his prospect under almost all circumstances and when he did not agree, he told the prospect that he could very well understand why he felt as he did.

Cited Prospecting Plan

Ralph G. Englesman, assistant to Dr. Lovelace in the university and teacher of practical selling, told the underwriters that every time they write a policy, they are given the names of four or five prospects, through the physician's report after the prospect has gone through the examination. Here are names of the insured's nearest relatives, sisters, brothers, father and mother and sometimes others. Information regarding these persons is easily obtainable, and very often the insured is very glad to give you any added information to that on the physician's report, that you may want, so that an interview can easily be arranged.

Mr. Englesman suggested use of the

CENTRAL STATES DEAL

REINSURE WESTERN NATIONAL

Commissioners Will Pass on Terms and Conditions of Proposed Consolidation in St. Louis, July 7

ST. LOUIS, June 30.—The Central States Life has entered into a tentative contract to reinsure the Western National Life of Wyoming, which has executive offices in Denver. The Western National has approximately \$15,000,000 of insurance in force and admitted assets of \$1,000,000. Stockholders of the Western National Life will meet at Cheyenne, Wyo., July 3 to pass on the reinsurance contract while Ben C. Hyde, superintendent of Missouri, has called a meeting of stockholders, policyholders and others interested in both companies to be held at the Central States Life's home office to pass on the terms and conditions of the proposed consolidation and reinsurance contract between the two companies.

Will Pass on Deal

The petition of the Central States Life for authority to carry out the reinsurance contract was presented to the Missouri department under date of June 21, setting forth in detail the terms and conditions of the reinsurance deal. The Western National Life proposed to sell and assign to the Central States Life all of its assets and the Central States Life proposed to reinsure all of the policies and assume other obligations, liabilities and contracts of the Western National Life. The commission that will sit in St. Louis, July 7, to pass on the transaction probably will be composed of Superintendent Hyde and the insurance commissioners of Wyoming and Colorado.

The Western National Life Insurance Company was formed in 1912 and is licensed in Colorado, Texas, Wyoming and Kansas. The Central States Life has approximately \$71,000,000 of insurance in force at the present time.

telephone in securing prospects. "Always know what you are going to say, and be prepared with an answer for questions or objects from the prospect," he said. "Tell a man what he can accomplish through life insurance, and don't use negative arguments. Use positive ideas and don't challenge a man's judgment or argue with him. Tell him what can be done with insurance while he lives, and don't give him the impression that he must die before any benefit can be derived from his investment."

Mr. Englesman pointed out the value of a salesman making himself agreeable with his prospect. Telling him of the good things he will accomplish through such an investment, will sell many men long before the thought of what he is doing for someone else. Picture to him a trip around the world when 65 years old, which can be made possible through investment in a \$10,000 policy or even less.

Mr. Englesman spoke of the dangers of a salesman talking himself out of a sale. "If you can sell a man by saying bla, don't say bla, bla," he said.

Writes Check for \$254,153.54

The International Life of St. Louis has just completed payment of one of the largest claims it has yet paid, having sent out a check for \$254,153.54 to the widow of John T. King of Bridgeport, Conn. Mr. King, financier and politician of Connecticut and former Republican national committeeman, was insured in August, 1921, for \$250,000. He died of lobar pneumonia on May 13 of this year. Completed proof of death was received at the home office of the International Life at 4:30 Monday afternoon and at 2:30 the following afternoon the check for \$254,000 was on its way by air mail to the widow.

READJUSTMENT WORK IS NOW BEING FELT

Inroad Made in Many Offices by "Advisors" and "Counselors"

IS LEGITIMATE PRACTICE

Many Feel Only Means of Meeting This Competition Is by Program Salesmanship

Some life insurance offices are reporting a reaction on their business from the comparatively recent development of the readjustment work of life insurance counselors and specialists who are making it a point to rewrite their prospect's business on the basis of maximum protection for minimum cost. It is not a reawakening of the old "twister" problem, but rather the creation of an unpleasant angle in legitimate life insurance competition.

Affects More Expensive Forms

The objection comes largely from those agents who have written the bulk or at least a large percentage of their business in the past on the more expensive forms such as 20-year endowment and 20-pay life. In fact, the holder of any policy more expensive than the cheapest ordinary life form is a target for these counselors or advisors and the agent who originally wrote them on the higher form is now confronted with the danger of losing the renewals on this business. What these specialists do is to secure permission from the policyholder to analyze the existing life insurance and suggest a readjustment program that would give the prospect either a greater amount of life insurance for the same expenditure or the same amount of life insurance for a smaller expenditure.

The practice is now quite common and is growing. It has been recommended at countless agency meetings in recent years and is becoming more generally adopted by life underwriters. Those in the field are now reporting, however, the first reaction from this newer development, in that it is causing a loss in commission to the original writing agent.

Is Not "Twisting"

The advisor or counselor does not twist the business from the original company. If the readjustment program calls for the writing of \$20,000 life insurance instead of the \$10,000 now carried, \$10,000 of the new total is continued in the same company, but rewritten on a cheaper basis. The additional coverage is written in the advisor's company. The result is that some offices are materially suffering from a reduction in their premiums in force, as a result of the aggregate of such readjustments. These offices point out that a continuation of this drive by these ordinary life specialists will force all agents into the writing of ordinary life, practically to the exclusion of the endowment and limited payment plan.

Will Develop Salesmanship

One general agent who stated that his office had felt this situation, stated it would probably mean that his men would simply have to start a re-education program among their own policyholders and adopt a new selling program for those placed on the books in the future. They would have to clearly point out to the policyholder the difference between the coverage carried, purchased at a slightly higher cost than ordinary life, and what he would have under the policy that would be issued by a readjustment plan. In other words, the agent will have to forestall the efforts

of these counselors, if they are convinced that the needs of the prospect and policyholder call for the writing of the more expensive forms. Where the ordinary life, with maximum protection for minimum cost is the chief need and desire of the prospect, that will have to be sold in the first place, or the business will be transferred later to this basis.

Compared With Real Estate

Another general agent in commenting on this question made a comparison with the real estate business, saying that the purchase of the various forms of life insurance was comparable to the question of owning property or renting. He said that some people preferred to rent and others preferred to own their own home. Similarly, some policyholders prefer the ordinary life and others prefer the endowment or limited pay forms which have some particular purpose and in some definite insurance program in many cases.

In the mind of another agent, the situation will result in a greater development of service salesmanship or the selling of life insurance to meet specific needs. He said that agents will find it necessary to have a definite program in mind when placing the policies, so that the policyholder will not give up his insurance and submit to a readjustment without a murmur. He said that if the agent places the business on a service basis, a subsequent approach by an advisor or counselor will cause the policyholder to return to his original agent and ask his advice on the question, rather than to proceed with the readjustment without consulting the former agent.

MOVES TO NEW HOME OFFICE

Connecticut Mutual Life Enters Magnificent Building Just Completed on Prominent Site in Hartford

The Connecticut Mutual Life has moved into its new home office building at Garden and Myrtle streets, Hartford. The building, which has four floors and basement, stands on the crest of Lord's Hill, facing Garden street and overlooking the park-like grounds of the Hartford Fire across the street. The general appearance of the new building gives the impression of a hospitable and spacious home rather than an office building. The predominant color is red with a limestone facade. The entire tract owned by the company eventually will be about eight and one-half acres. The new building affords 159,000 square feet of space, providing ample room for the present staff of approximately 350 employes with room for future expansion. The new home office includes all modern features of construction and will prove a much more pleasant working place than the old quarters at Main and Pearl streets.

American National Convention

The 21st annual convention of the agents of the American National of Galveston will be held there three days beginning July 8. Representatives from more than 200 branch agencies in 22 states and from Cuba and the Hawaiian Islands will be in attendance.

The agents will hold one business session daily and devote the remainder of the time to entertainment. The annual banquet and ball of the agents will be held at the company's roof garden.

New York Life Disability Claims

The New York Life approved disability claims on 924 people in 1925, an increase of 267 cases or 40.6 percent over the preceding year. These cases included 134 women. Most of the claims were on persons between 25 and 45 years old, with a remarkable evenness in the number of claims for both sexes for the age periods, 25-30, 30-35, 35-40, and 40-45. The period from 25 to 30 shows the highest number for both sexes.

WHY BE A MILLION DOLLAR PRODUCER IF YOU GO BROKE HEADING THE LIST?

LIFE insurance companies through their general agents, local agents, etc., are steadily pounding away for production, offering prizes for large ratio gains in production, and keeping the production men full of pep, or "hell and high purposes," as one agent aptly remarks.

Sometimes it is unfair to the agent to expect too much of him, and frequently the local agent, who is being kept advised of his standing, in an effort to win out, when close to his goal, extends himself too far in trying to make a big showing, and capture first honors.

Failed to Break Even

Recently some life men were discussing a rural agent who had won first honors. This man went into the million dollar class, and while he won the prize, and had some nice premiums, he virtually broke himself in doing it, accepting unsecured notes, promises, post-dated checks, and almost anything in lieu of premiums, other than cash. Of course he had to pay the companies, and in doing so strained his credit almost to the breaking point, as he was not very strong financially to start with. Some of the paper which he took, and some of the premiums which he paid, in fact many of them, will never be collected. Of course on a percentage of the business

booked his premiums over the next few years will aid in paying off the dead paper collected, but on the million dollars of business done, he probably failed to break even.

Persistence Is Healthy Sign

That sort of thing has happened more than once where an agent was out for high honors, and anxious to see his name at the top of the producers' list. Sometimes, where a man is up near the top time and again, year in and year out, it is fairly certain that he is operating on a business basis, and getting to the top through good practices, not through buying himself a pennant. In fact he couldn't last and stand the strain more than a season or two, before his finances would be drained, if he was taking any and everything. With some agents it is merely a question of getting the assured past the medical test. They use no judgment in financing the business.

Of course the companies don't expect agents to make a showing in that way, but where an agent gets some lucky breaks and some big policies early in the year, and goes out in front, it is natural for him to try to stay there, and he will sometimes go to extremes in the effort. It is not often that the rural, or small town agent can lead a second year,

as he has generally covered his territory fairly well in winning one prize.

Develops Conservatism

It is claimed that there is nothing more conservative than the local agent who has been burnt in one of these campaigns to the point where he has become afraid of all paper. Make this man a general agent, and his agents will be complaining all the time over the fact that he won't carry their paper, or aid them in discounting, or financing their business. He has learned a lesson. He knows it is poor business to take questionable notes, and would much rather that the assured borrow from the banks, or make some other arrangement for paying his premiums.

Where an agent is making a good showing it often goes to his head, due to the pep letters he receives from the company, the general agent, etc. However, if he has gotten away to a good start on the year he had better go ahead with sound business, and forget about the honor of being first, or he will find that a gold watch, radio, or some other junk for which he really hasn't much use, has cost him many, many times the value of a much better article.

Agent Doing Best

Company men are frequently dead wrong in hammering on such agents for more volume. It is almost a dead cinch that the agent is doing all that he can to secure volume. Of course there are some men who go out and do a good business over the first few months of the year, make enough to carry them, and then coast for a time. Others with a taste of raw meat want more of it, and don't need any encouragement. Naturally, the agency director, and everyone connected with the production department, is anxious to make a good showing. Their jobs depend on production. If they fall down there will be new producers holding their positions. However, it is a poor agency director who will hammer on a rural agent who is overproducing, and load him full of bunk and bull until he makes a monkey of himself. As a matter of fact the company makes a monkey of him. Let alone, he would probably use better judgment.

Farm Loan Agents Meet

Thirty farm loan agents and their assistants of the Northwestern Mutual Life held their annual convention at the home office in Milwaukee last week. The meeting opened with an address of welcome by W. D. Van Dyke, president of the company. The consensus of opinion on the farm loan business conditions throughout the country was that the business is quite satisfactory in all sections. One of the features of the meeting was a visit to Brook Hill farm, near Genesee Depot, about 25 miles west of Milwaukee. This is a model dairy farm which specializes in certified milk. It is owned and managed by Major Howard Greene, Jr., a trustee of the Northwestern Mutual and a member of the executive and finance committees of the company. Speakers included A. W. Swacker, farm loan agent at St. Louis who talked on "Loan Salesmanship"; Glenn Gullikson, farm loan agent at Nashville, Tenn.; and an illustrated lecture on "Soils, Their Origin and Characteristics", by Dr. W. H. Stevenson, professor of crops and soils, Iowa State College of Agriculture.

Discuss Radio Cooperation

Gerard S. Nollen, president of the Bankers Life, was unable to speak at the convention of the Iowa Bankers Association in Sioux City last week on "Cooperation With the Iowa Bankers' Association in Law Enforcement Work Through Station WHO," and William H. Heinz, WHO manager, took his place. Mr. Heinz told the bankers of the plan of the station to broadcast information concerning bank robberies, using equipment similar to that now being used in New York and Philadelphia. Mr. Heinz said if the Iowa Bankers Association will cooperate with county sheriffs and vigilantes in every county in installing a bell system, WHO will give the alarm throughout the whole state or in any particular section.

CONNECTICUT GENERAL'S NEW BUILDING



The new home office building of the Connecticut General Life situated on the corner of Elm and Hudson streets in Hartford, just across the street from Bushnell park, one of the city's most beautiful parks, is a fitting monument to the company's growth. The Connecticut General has moved about from place to place in Hartford since it was organized 61 years ago, and in recent years has been handicapped by the separation of the various departments in seven different buildings. In its new six story building it will have abundant

room for the present, as well as room for considerable expansion, and enough land has been acquired around the new structure to provide for the addition of other units. The present location is looked upon as permanent. The site is in one of the most attractive spots in the heart of the city. The main building follows in much of its exterior treatment the Riccardi Palace in Florence, Italy. It is constructed of massive granite blocks to the third story with a somewhat lighter treatment above that level.

JOINS GUARANTY LIFE**H. A. BRYAN TAKES NEW POST**

Former Vice-President of Merchants Life Heads Conservation Department of Davenport Company

Announcement is made by L. J. Dougherty, secretary and general manager of the Guaranty Life of Davenport, Ia., that Harry A. Bryan, formerly vice-president and assistant secretary of the Merchants Life of Des Moines, has joined the Guaranty Life.

Not only will Mr. Bryan keep in constant touch with the different branches of the company's business, but he will also organize and have exclusive charge of the conservation department which has recently been established by the company.

His first experience in the life insurance business was with the American Life of Des Moines, with which company he became connected as cashier in April, 1905. He was advanced through the offices of assistant secretary, auditor, treasurer, and at the time the business of the company was reinsured by the American Life of Detroit, he was secretary and a member of the board of directors.

From August, 1921, to the fall of 1922 he was resident vice-president at Des Moines for the American Life of Detroit. From October, 1922, to August, 1923, he was at the home office of that company as assistant to the president. Mr. Bryan became associated with the Merchants Life in October, 1923, and resigned June 15 of this year.

**Believes Wife Should
Not Be Seen Until
Deal Is Consummated**

H. D. PETTIBONE, trust officer of the Chicago Title & Trust Co., is the author of an article in the current issue of the Lions Club Magazine under the title, "Shall I Tell My Wife?" which deals with the organization of a definite life program through a life insurance trust. Mr. Pettibone, writing in the first person, as the prospect, ponders the question of whether he should discuss with his wife the question of taking out additional life insurance and working out a life program.

An encounter with a trust officer resulted in the suggestion that the prospect place a definite program on paper before approaching the wife. The trust officer suggested that the wife should not be burdened after death by handling his business affairs and should not now be burdened with working out the details of this very important part of the individual's business. A definite program of additional life insurance was presented, made payable to a life insurance trust and then it was suggested that the prospect, armed with the draft of the agreement and the final details of the entire trust arrangement, approached the wife and presented the entire matter as a completed business transaction. In his article Mr. Pettibone summed up some of the advantages of using the trust plan and the simplicity of the entire arrangement.

Metropolitan's Canadian Changes

The following changes in the field force have been announced by the Canadian head office of the Metropolitan Life: W. R. Carslake, assistant manager at Smith's Falls, Ont., is appointed manager at Regina, Sask.; Alec Clements, agent at Calgary, Alta, is appointed assistant manager at Edmonton, Alta.; N. C. Purvis, agent at Smith's Falls, Ont., is appointed assistant manager at Smith's Falls, Ont.; Albert J. Lemieux, assistant manager at Montreal, is transferred to Campbellton, N. B.

SEE AN ADDED HAZARD**PROHIBITION INEFFECTIVE**

Greater Enforcement Believed Essential for Ordinary Risks Though Industrials Fare Better

A number of medical examiners, medical directors and actuaries have taken exception to the wholly optimistic view which emanated from the recent meeting of the medical section of the American Life Convention regarding the effect of prohibition, agreeing that there is a lesson to be taken from the experience of the past few years, but holding that the lesson is not one of the effectiveness of prohibition on mortality, but rather of the great need for more effective enforcement of prohibition to secure this desired benefit. At the medical section meeting there was considerable discussion on the question of prohibition and it appeared to be the consensus of opinion that prohibition had resulted in a decided improvement in mortality. While those who take exception to this view state that their opinions are founded on the experience of ordinary companies and not industrial companies, they believe that as a matter of fact the present situation regarding prohibition enforcement is an additional hazard to the ordinary life insurance company.

Too Little Data

In the first place, it is pointed out that the time has been too short and statistical data is too meager to provide any basis for drawing a definite conclusion. The law has been in effect only a few years and certainly not long enough to result in any notable change in company experience. In addition to that, few companies keep separate statistics on abstainers and thus have no definite means of determining just the experience of that class of risks. Also there is no way for the company to determine whether their risks are drinking less or more than they did prior to the adoption of the new law.

Observation Indicates Increase

One company official said that actual observation in his office indicated an increase in drinking, rather than a decrease. He pointed out that this would undoubtedly not be true in an industrial office, but that he believed it would be found the general case among ordinary offices. He stressed the fact that even in his case it was purely a matter of individual opinion, there being nothing upon which definite findings could be based. He said that from an examination of investigation reports that passed through his office, there was every indication that drinking among the ordinary risks had increased and was more dangerous than in the past. The examination reports and investigation reports both show a greater percentage who drink than in the past. As an added hazard, the "stuff" which is now imbibed is of such an inferior quality as to be a constant menace to health and life. This official said that in his mind the great lesson that could be drawn from the entire situation was the need for greater enforcement of the prohibition law, to protect the future experience of the life insurance companies. He said that there was no doubt in his mind but what the future experience of industrial companies would show a constant and notable improvement, as those risks have benefited greatly from the even meager attempt at enforcement, but that he held some apprehension of the future regarding the experience in the ordinary department, unless more drastic enforcement could be effected.

Mrs. Charles W. Halfhill, wife of a director and district manager of the Ohio State Life, died a few days ago at her home at Mercer, O. Several officials of the company were in attendance at the funeral.

There's a Place for You—

out in California where you can write insurance for a Home Company among a progressive people under delightful weather conditions every day in the year.

If you are a clean, competent salesman of life insurance, bearing proper credentials, and desire to locate in Sunny California to produce business under an attractive agency contract, write now to M. F. Branch, Manager of Agencies.

CALIFORNIA STATE LIFE

J. Roy Kruse, President

SACRAMENTO

THE OLD LINE CEDAR RAPIDS LIFE INSURANCE CO.

A Good Western Company

Up-To-Date Policies

Liberal Contracts

Good Opportunities in

Iowa, South Dakota, Minnesota, Nebraska

Cedar Rapids

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CHICAGO

"The City of Progress Plus"

THERE are more than three million prospects in this great city. Opportunity abounds at all times—

But at this time particularly is there a real opportunity for an "honest-to-goodness" life insurance man—one who can fit in with the "I will" spirit of this "city of go," to make a general agency connection with the only strictly mutual, legal reserve Company, operating on the full level premium basis and domiciled in the state of Illinois.

Get all the facts—

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CARL A. PETERSON, Vice President
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The Chicago Temple - Chicago

Retirement Annuities

The Midland Retirement Annuity contract is unusually liberal and profitable for the annuitant.

No medical examination is required.

Full deposit plus dividends returned in event of death before maturity or available for withdrawal after ten years. Liberal cash values the second to ninth years.

Monthly payments for ten years certain and as many years thereafter as annuitant shall live.

Disability protection also included if wanted.

Open territory for general agents in Illinois, Indiana, Michigan, Pennsylvania, West Virginia, Maryland, District of Columbia, New Jersey and Virginia.

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MIDLAND MUTUAL LIFE INSURANCE COMPANY

COLUMBUS, OHIO

Assets \$12,000,000

In force \$77,000,000

SEVERAL PLANS ON LAPSE AND LOAN PROBLEMS TOLD BY GENERAL AGENTS

CUTTING down of lapse ratios received considerable attention at the general agency conference of the Minnesota Mutual Life at the home office, a little while ago. Making the general agent prosperous is a strong point in the policy of the company under Agency Manager O. J. Lacy, and renewals are at least as important to the general agent as to the company.

Keeping the wife sold was brought out as one of the strongest factors in getting renewals. Manager Ed. McCormack of Memphis stated that in addition to the regular renewal work of the company through form letters, notices, etc., when a renewal gets to a certain stage unpaid, he writes directly to the beneficiary. If the first letter does not produce results, another quickly follows. Then the telephone is used, all directed at the beneficiary rather than the policyholder. This method is so effective that in one case he had to write a letter to the wife, explaining it was all a mistake, that his records were not correct and the premium was paid. He did not do that, however, until the premium was actually paid, but having the renewal, he was willing to cooperate in securing peace for the policyholder at home.

Mr. McCormack has another method that helps on lapses. As is well-known, policy loans are the most prolific source of lapse. Mr. McCormack has made an arrangement with a bank and when a policyholder wants a loan of moderate size, he does not get it from the company at all. He takes the policyholder to the bank, has him leave the policy as security, sign a note and get the money. In 30 days or 60 days the policyholder

pays off the note, or at least pays off part and renews it for a smaller amount. The policy is not even assigned to the bank as security unless the amount is large or the policyholder is careless in reducing the amount of indebtedness. Mr. McCormack does nothing but introduce the policyholder at the bank, which appreciates having customers brought in.

J. E. Sebastian, general agent at North Platte, Neb., told of another method of handling policy loans. Loans no longer go through his office as mere routine. Whenever an application for loan is received, he has a talk with the policyholder. If the loan is for practically all the loan value, he tries to find out what the money is to be used for. Then he tries to show the borrower that he can get along with less. He explains how a policy loan is really borrowing from the widow and that the loan value, instead of being looked at as easy money to be easily spent, should be regarded as a fund to be used as sparingly as possible. Often the proposed loan can be cut down 25 or 50 percent. While this is a genuine service to the beneficiary, who will benefit by the policy being kept alive, it is also good business for the general agent. Where the entire loan value has been used, the tendency to lapse is almost irresistible. But where the policy still has a substantial value, it is much easier to get the policyholder to keep it up.

C. H. Simpson of North Dakota said a personal follow-up on lapses is very desirable. The same reason exists for keeping the policy as for taking it. A little selling talk will often revive the policy.

GUARDIAN LIFE MEN HONOR HANSEN



Vice-president T. Louis Hansen of the Guardian Life was recently presented with a 30-year service plaque by the field force of the company to commemorate his 30th anniversary with the Guardian. In the picture above are shown, from left to right, President Carl Heye, James A. McLain, inspector of agencies; E. J. Berlet of Philadelphia, president of the Leaders Club of the company, and Vice-president Hansen. Below is a reproduction of the plaque.

GIVES THREE FACTORS

CONSERVATION IS ANALYZED

**J. E. Flanigan, Bankers' Life Leader,
Says "Write Business Right" is
Good Slogan**

NEW YORK, June 30.—"Write business right" and it will stay on the books, is the theory and practice successfully followed by J. E. Flanigan, general agent here of the Bankers' Life of Iowa, who recently was honored by being named one of this year's leaders of the company's Conservation Club, for his agency last year exceeded all the other 65 agencies of the Bankers' in favorableness of lapse ratio.

Business conservation depends largely upon three things, according to Mr. Flanigan, who speaks not only as a field man, having been in charge of the local territory for almost two years, but as a former home office man, having been actuary and a member of sales committees for some years.

Must "Write Right"

"Write business right" is the first and most important of the three factors upon which business conservation depends, Mr. Flanigan believes. If business is written right in the first place, it sticks without any effort on the part of the agency or company. But business cannot be written right except by intelligent, highly-trained salesmen with the ability to analyze every individual prospect's case, prescribe the policy or program to fit it and sell the prospect thoroughly not only on the need but the benefits to be derived from the policies he has prescribed. If the agent does his job as it should be done, policyholders will never entertain the slightest doubts about the advisability of continuing policies they have once taken out. In fact, if they are once thoroughly sold, they will fight to keep the policies they have, sacrificing much to insure themselves the protection they have been persuaded they need. It is Mr. Flanigan's opinion that many lapses are caused by overloading and overloading is very often the unfortunate result of high-pressure salesmanship, which the skilled and intelligent life insurance counselor can seldom afford to use.

Recultivation Essential

The second factor in conserving business is to train all agents to get in touch personally with every old policyholder at least twice a year to assist and advise him in case he desires to change or improve his policies. This is an essential part of the service that policyholders have a right to expect. Such service conscientiously rendered not only prevents lapses but directly produces large volumes of new business as well, for as every agent knows, he has no greater asset than the good will and confidence of a well satisfied client. Letter systems to keep in touch with old policyholders are all very well in their place, but their place is one of secondary and supplementary importance, for it is the personal touch that really counts.

Collections Are Important

Thirdly, an agent through his cashier should keep track of premium payments in arrears, and when he discovers a policyholder who has failed to pay up within three or four days of the expiration of his period of grace, he should see him immediately and talk over the situation. It is better and cheaper thus to prevent lapses than to follow the practice of some agencies which employ special agents to reinstate business that has been allowed to lapse.

If more attention were paid to these three most important factors in the problem of conserving business, Mr. Flanigan declares that any agency could be from 80 to 90 percent efficient in its lapse prevention work.

"Write business right" might very well

be made the battle cry of the whole conservation movement.

Has Advertising Booklet

G. V. Cleary, general agent in Chicago for the Reliance Life and one of its leading producers, has published a little booklet putting together in one binding the newspaper advertising which he carried on last year. Mr. Cleary is a strong advocate of newspaper advertising and is one of the few insurance men who has carried contract space in the Chicago "Tribune" to devote to insurance presentation. He has found this advertising profitable, combined with an intensive follow-up system. He has now combined the copy of all of the advertisements in one little booklet and supplemented them with additional comment as to some of the essential facts of life insurance. The booklet has had a ready reception and has proven of interest to many.

Hellen Leaves for Coast

Mr. and Mrs. C. D. Hellen left Des Moines June 30 for Santa Monica, Cal., where they will make their future home. Mr. Hellen will head a finance corporation with two of his brothers and other prominent business men. For the past 17 years he has been agency manager for the Royal Union Life.

WILL WIND UP AFFAIRS

HARTFORD LIFE DISTRIBUTION

**Judgment Entered by Court Defining
Time and Manner of Disposal of
Company's "Safety Fund"**

HARTFORD, July 1.—A declaratory judgment determining the time and manner of distribution of the safety fund in the women's division of the old Hartford Life, held in trust by the United States Security Trust Company, has been entered in the superior court.

The judgment provides that whenever the amount of outstanding insurance in the women's division of the safety fund shall be reduced by death or lapse to the then market value of the assets in the safety fund held in trust, plus the amount at that date in the mortuary fund held by the insurance company, the two funds shall be distributed among the certificate holders of the women's division of the safety fund.

It provides further that the funds then in the mortuary fund of the women's division of the safety department of the insurance company shall be held pri-

marily to meet death claims maturing and unpaid at the time that the certificates in force fall to the market value of the funds in the safety and mortuary funds.

Commissioner Asked Determination

The case was brought to court on suggestion of the insurance commissioner for determination of questions in connection with the fund.

The financial limit of the safety fund provided by agreement between the insurance company and the certificate holders was \$250,000. That was never attained, the book value being \$124,473 and a market value of \$121,470. There are now 400 certificate holders.

The question raised was whether the funds should be distributed when the insurance in force is reduced to \$250,000 or not until it actually reaches the amount in the safety fund. The court decided on the latter method, which was the same suggested by the insurance commissioner.

Eubank to Detroit

Gerald Eubank of Hart & Eubank, general agents in New York City of the Aetna Life, left Tuesday for Detroit on a combined business and pleasure trip. Mr. Eubank was general agent for the Sun Life of Canada in Detroit for five years before going to New York.

AMERICAN CENTRAL LIFE

**INSURANCE CO.
INDIANAPOLIS**

ESTABLISHED 1899

HERBERT M. WOOLLEN, President

Security—

When the Mutual Benefit was organized in 1845 there were only a few Life Insurance Companies in the United States. Through the Wars, Panics and Epidemics of all these years, it has always stood safe and secure as a foremost disciple of Pure Life Insurance.

The Mutual Benefit Life Insurance Co.
Newark, N. J.
Organized 1845

Another Dividend Increase?

Yes, the fourth successive annual increase. A reflection of general prosperity and efficient management. Just part and parcel of our continuous effort to reduce cost while steadily improving a life insurance service that is at all times maintained in the front rank of quality. Nevertheless, we do not emphasize dividends. The more essential task for any company is to keep its policy contracts level with the public's needs, and to distribute enough of them that the economic affairs of the American people may be safeguarded and stabilized.

We invite men and women of high ideals, of industry, and intelligence to come and work with us upon this honorable and patriotic task.

The Penn Mutual Life Insurance Company
Philadelphia, Pa.
Organized 1847

If	If
Territory does make a difference	You are a producer
If	If
Close co-operation is necessary	You believe in yourself
If	If
A friendly interest is needed	You want a REAL job

Write or wire

S. M. CROSS, President

COLUMBIA LIFE
INSURANCE COMPANY
Cincinnati, Ohio

INCORPORATED 1871 LIFE INSURANCE COMPANY OF VIRGINIA

RICHMOND, VIRGINIA
Issues the most liberal forms of ORDINARY Policies
from \$1,000.00 to \$100,000.00
with premiums payable annually, semi-annually or quarterly

and
INDUSTRIAL Policies up to \$1,000.00
with premiums payable weekly
CONDITION ON DECEMBER 31, 1925

Assets	\$ 46,562,667.40
Liabilities	39,940,092.25
Capital and Surplus	6,622,575.15
Insurance in Force	\$92,534,161.09
Payments to Policyholders	\$ 598,154.76
Total Payments to Policyholders since Organization	\$ 39,176,371.91

JOHN G. WALKER, President.

STATE MEETING HELD

SALES CONGRESS IN INDIANA

Business Men's Assurance Holds Enthusiastic Sessions of Agents From Entire State in Indianapolis

INDIANAPOLIS, June 30.—A very successful two-day sales congress was held by the Business Men's Assurance in Indianapolis last week with about 35 of the company's agents present from throughout the state. President W. T. Grant, Vice-President J. H. Torrence and E. J. Montague, director of field service, were present from the home office. Under the management of F. W. Moller, supervisor of the Indiana branch, the state has in three years been brought up to a fine productive basis and this sales congress, the third that has been held in Indiana, was full of pep and enthusiasm.

Mr. Moller presided at the opening session Friday morning. President Grant extended greetings from the home office to which Mr. Moller responded. Mr. Montague gave an inspirational talk on "A Successful Career with the Business Men's Assurance." Mr. Moller spoke on "Achievements in Indiana During the Past Year and the Advantages of Indiana Territory." Mrs. M. R. Swank, cashier of the office, explained to the agents some of the routine through which their business goes in the Indiana office.

Mr. Moller presided at the Saturday morning session when the speakers and topics were "A Journey Through the Rate Manual," by Mr. Montague; "A Journey Through the Salesman," by Mr. Moller, and "A Journey Through the Training Course," by Mr. Grant, followed by a general discussion. Mr. Grant presided at the Saturday afternoon session and the topics discussed were "How the Field Service Department Can Help You Increase Sales," by Mr. Montague; "What to Do About Claims in Your Territory," by Mr. Torrence; "The Unequalled Opportunities of Approach Afforded the B. M. A. Salesmen," by Mr. Grant, and "The B. M. A. Self Completing Saving Plan," by Mr. Montague, with general discussion following.

Mr. Grant presided at the banquet and among the guests present who spoke briefly were Dr. R. V. Converse, chief medical examiner for the Indiana branch; Mansur B. Oakes, president Insurance Research & Review Service; C. H. Brackett, president Hoosier Casualty; Frank P. Manly, president Indianapolis Life; G. E. Harsh, vice-president Federal Savings; Charles Legeman, vice-president Federal Savings, and Irving Williams, editor "Rough Notes."

Frank Horton Dead

Frank Horton, Iowa state manager of the Illinois Bankers Life, died Monday after an illness of six weeks. He was 73 years of age. He was formerly superintendent of the Chicago, Milwaukee & St. Paul Railway in Des Moines but resigned that position eight years ago to enter the insurance field. His insurance efforts were marked by the same care and system that guided his activities while in the railway business.

Peoria Life's Agency Director

Lynn S. McCoy has been appointed agency director of the Peoria Life. He comes from one of the old families of that city. McCoy & Co. have been engaged in the wholesale grocery business for 70 years. He has been a salesman all his life.

Paul Root, regional sales manager for the Bankers Life of Des Moines, is in Chippewa Falls, Wis., to take charge of the business at the C. M. Lord agency until Mr. Lord is able to resume active charge.

ADDS TO FIELD FORCE

OHIO NATIONAL HAS NEW MEN

Number of Important General Agency Appointments Have Been Announced by the Company

C. E. Clark of Omaha has been appointed Nebraska state manager for the Ohio National Life of Cincinnati. He succeeds General Agent Walter L. Herbert of Lincoln in charge of that state. Mr. Herbert continues with the company, however, in charge of the Lincoln district. Mr. Clark was the leading personal producer for the Omaha Life for the last four years, serving that company as general agent in Nebraska.

Walter L. Bell, formerly state manager in Arizona for the International Life of St. Louis, resigned his connection with that company in March. He has taken a general agency for the Ohio National Life at Kansas City, Mo. Prior to his connection with the International Life, Mr. Bell was general agent at Wichita, Kan., for the Standard Life of St. Louis.

Wm. Crowley and Clarence S. Rose, both of St. Louis, are now in charge, as general agents, in St. Louis and eastern Missouri, for the Ohio National Life, operating under the firm name of Crowley & Rose. Mr. Crowley, although he has been in the life insurance agency work only for the last four years, is rated as one of the leading personal producers of St. Louis, writing \$1,000,000 or more per year personally. Mr. Rose is a new comer in the life agency field, formerly operating in the banking and investment field in southern Illinois.

Office Interviews Have Triple Value

JOHN V. HINES, general agent of the Minnesota Mutual Life at Sacramento, Cal., likes to get prospects to his office. He makes a great many noon appointments. If he cannot get the prospect to his office any other way he invites him to lunch and then steers him to the office afterwards. The advantage is that he has his customer there free from distractions. There is no secretary walking in every five or ten minutes to break up the line of thought. Mr. Hines can lead his prospect's mind to his family and what would happen without life insurance, and how life insurance would protect against various contingencies and can have the problem considered as a whole. He has kept a record and finds that interviews at his own office are worth just about three times as much as interviews anywhere else. He says it is much less difficult than one might suppose to get a prospect to come to the agent's office.

Isaac S. Waite

Isaac S. Waite has joined the agency staff of the California State Life and will give particular attention to organization work at San Jose. Mr. Waite has been a field man on the Pacific coast for over six years with the New York Life at Portland.

Herring Elected Director

W. J. Herring, assistant secretary of the Public Savings of Indianapolis, was elected a member of the board of directors at the June meeting. Mr. Herring has been with the Public Savings since 1910 and is experienced in all departments of life insurance work.

Creates Special Fund

The Chicago Title & Trust Company has issued a declaration of trust creating a special reserve fund of \$2,000,000 to protect the trust investments in its life insurance trust department.

BOSTON MAN CHANGED WAITING TIME INTO PROFITABLE LINE OF BUSINESS

W. C. CARLISLE of the Boston agency of the Phoenix Mutual Life gives an interesting account of how he spent 15 minutes waiting in a prospect's office to see him and the result of his soliciting. Mr. Carlisle said:

One Saturday morning, a few months ago, I called at an office in Boston to see a prospect. I had to wait for him for about 15 minutes and while waiting I sat in the next room looking over a newspaper which happened to be handy. Presently another man came in to see some one, and he, too, was obliged to wait. He sat near me and I spoke to him in a casual way about the weather and about things in general.

He told me he was in the meat business and asked me what I did, which I told him. He said he had an experience some few years ago which had always made him a very great believer in life insurance. He was riding home one night on the street car and after his car had passed the last stop before the South Station was reached, he was standing on the back platform talking to a friend when suddenly the car bumped something, then slid along on the rails a short distance, then all the lights went out and the car seemed to shake violently and then suddenly went up in the air and then plunged downward.

He, together with one or two of the others on the back platform, jumped as quickly as they could. They saved their own lives, but the car went through an open draw bridge and plunged to the bottom of the river. He hit the water and went under, but was pulled out soon after. All the people in the crowded car were drowned and he doesn't know to this day why he wasn't drowned with them.

He is a man about 52 years old and has several children. He told me his two sons were not sufficiently insured and asked me if I would see them, but not to tell them that he had sent me, and that he would speak to them about

protection at the very first opportunity. He gave me their names and I circularized them.

They both replied and I wrote one of them for \$2,000 and the other for \$5,000. One of them said his sister ought to have some protection like this, so he gave me her name and I went to see her that same afternoon. I wrote her for \$2,000.

From one of the sons I got two names which I circularized and they both replied. One of them was an employe in the trust department of a local bank. He is shortly going to place \$5,000 on his own life, but recently he had a large annuity case under the terms of a will which his department was handling. He phoned me and asked me to come to his office and a short while after he gave me a check for over \$17,000 to cover an annuity for the widow.

The other man circularized is employed in another bank here and he has promised me \$3,000 shortly. From another name which I got in this list I wrote a \$5,000 which will be doubled probably within a year. I also have several other names which will materialize for varied amounts within the next few months—and the end isn't in sight. The others I did not circularize, but phoned them for appointments and have seen them once.

This man who started me on this list by giving me the names and addresses of his two sons, has another son and daughter, both of whom are in high school now. The daughter plans to start at Simmons College next September, but the son has not decided which college he will attend yet. I might add that the father has promised to underwrite their college education after the first of the year. Incidentally, when they finish college I have two more good prospects to see.

All of this came about because I talked with this man while waiting to see a prospect, so I say—

Take advantage of every "wait."

AGENCY MANAGER GIVES REASONS FOR WANTING MONTHLY PREMIUMS

Louis S. Cramer, manager of the Missouri State Life at Cincinnati, is a strong advocate of monthly premiums for ordinary policies. His experience with arrangements of payments of this character is that the insured will respect his obligation to the life company in a way that he positively will not when he opens an account in a savings bank or building and loan association. While the latter plans have some advantage, the man who will continue them is so rare as to make the recommendation totally impractical. On the other hand, premiums paid at monthly intervals to the insurance companies is intensely practical.

Innovation Is Suggested

An innovation of far-reaching extent is suggested by Mr. Cramer. Practically every company makes an extra charge when the policyholder takes advantage of the privilege of paying quarterly or semi-annually. Why not make an annual rate of such a character that the fractional premiums may be calculated by dividing it by the number of times a year that the insured desires to pay? For example, if the premium is \$300 per year, the premium for one month is \$25, for two months \$50, etc. This method would simplify the calculation of premiums by the agent, and eliminate the discussion of the reasons for a greater proportionate charge when payments are made for a shorter period than a

year. While this rate would be calculated to cover the expense of monthly collections, there would be no injustice to those who made deposits for longer terms since the savings in expense is one of the sources from which the divisible surplus is derived.

Reason for the Suggestion

This plan will make the argument of a slight saving on the premium as a reason for putting policies on the annual basis obsolete. But it will bring into greater prominence the fact that all premiums are calculated on an annual basis and that, in event of the death of the insured at a time when his premium for the year is not completed, the policy will not mature for its full face, but will be decreased by the amount of the premium still due. A very great number of men who are carrying insurance do not know that this is the case. It is a much more constructive reason for paying annually than to secure a reduction in the gross premium.

HAVE a definite aim, go straight for it, master all details, always know more about your work than you are expected to know, and remember that difficulties are made only to be overcome.

E. Guy Owens, general agent of the Mutual Life of New York, was among the Oklahoma City representatives at the International Rotary convention at Denver.



SOUTHLAND LIFE INSURANCE COMPANY

HOME OFFICE . . . DALLAS, TEXAS

HARRY L. SEAY, President

Over \$100,000,000 Insurance In Force

Remunerative and pleasant agency connections available in Texas, Indiana, Tennessee and Minnesota are open to the right men. For information address

CLARENCE E. LINZ, Vice Pres. and Treas.
DALLAS, TEXAS

Provident Mutual

Life Insurance Company of Philadelphia
Pennsylvania — Founded 1865

PROVIDENT Agents in their approach have the advantage of the national advertising of the Company which is striking and original, and also of a *Direct Mail Campaign*.

THE NATIONAL UNDERWRITER

LIFE INSURANCE EDITION

Published every Friday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Manager; GEORGE C. ROEDING and O. E. SCHWARTZ, Associate Managers.

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J. M. DEMPSEY, Manager

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Uniformity in Underwriting Needed

OUT of the great wealth of discussion on the disability clause, as written in conjunction with life insurance policies, which has followed the promulgation of the report of the joint investigation committee of the ACTUARIAL SOCIETY, there comes a persistent and growing appeal for greater uniformity in underwriting this by-product of life insurance. It is becoming generally admitted that the rates charged in the past for this coverage have been inadequate and practically all of the life insurance companies which have not yet increased their disability rates now have such a move under consideration.

In the discussions of the problem by actuaries and home office officials, however, the important point brought out is the lack of uniformity which has prevented a comparison of the experience of companies in the past and, unless a radical change in company practice is effected, will continue to do so in the future. The report of the joint committee stressed its own weakness by pointing to the inability to draw any definite conclusions, due to inadequate and not comparable statistics. However, even though rates should be made uniform and a definite system of reporting statistics adopted, the two most important factors in the writing of the disability clause still stand unchanged. These are the items of selection and claim handling. They are managerial problems and thus link up the underwriting of the disability clause with the managerial program of the company. Every company has a different basis of selection of risks, both at the writing of the clause and in the event of disability being incurred. Similarly, every company follows its own program of claim handling. Leniency varies both with company practice and the requirements of the courts.

An interesting example of what may be done in ironing out some of these difficulties may be seen in the experience of the Canadian companies. The actuaries' committee of Toronto recently adopted a standardization program to cover the disability clause and practically all of the Canadian companies are now cooperating with the suggestions

made by these actuaries. The suggestions cover not only a uniform and adequate rating schedule, but a definite set of rules for underwriting and claim handling. The wording of the clause is made uniform, so that the companies at the outset will have a standard upon which to base their underwriting. They are cooperating in working out a definite standard of selection and a definite program of claim handling, so that in the future their statistics should have a degree of standardization which would permit of a comparison between company experience.

American companies are at a slight disadvantage compared with Canadian companies due to the wide variation in state regulations and the difficulty encountered in this country in working out any standard practice which could apply in all states. However, if all of the companies would adopt a uniform program of rating, underwriting and claim handling, taking each state as a unit and applying their business as the law requires, uniformity would result which would permit of better understanding of business and enable the companies to handle it in the future without fear of excessive loss or adverse public opinion. The disability clause has become one of the most important problems before the life insurance companies today, as the present system of writing it is in opposition to the very basis of life insurance underwriting. It has brought into the life insurance business the claim bickering and misunderstanding which did not interfere with the smooth operation of the disability business, but has caused some disturbance in the life insurance business. Life insurance claims have always been clean cut propositions with debate and litigation arising only as a last resort, whereas the human element involved in the disability clause creates debate on every side. Competition has been one of the most important factors in the development of this insurance and thus a uniformity in company practice which would put all companies on the same basis and standardize the disability clause would remove this difficulty and make the clause a proper by-product for life insurance.

Possess Regulatory Complex

MANY people devote a great deal of time to giving advice to others and attempting to regulate the lives and thoughts of other people. These folks seem to have

the regulatory complex. They need to take an inventory of their own shortcomings once in a while and see where improvement can be made.

PERSONAL GLIMPSES OF LIFE UNDERWRITERS

Dr. C. E. Schilling, medical director of the Ohio State Life, has returned to Columbus, after a several weeks' trip to Oklahoma, Colorado and Texas. He made a study of life insurance conditions in that section of the country from the medical director's standpoint. Dr. Schilling was accompanied on the trip by Mrs. Schilling.

A. Leroy Portteus, cashier of the Indianapolis Life, has become a leader in the movement for municipal beautification, through his activities as president of the Federation of Community Civic Clubs in Indianapolis. Mr. Portteus was instrumental in obtaining Horace Carey, director of fire prevention, as the principal speaker before the federation at its last meeting.

The "Insurance Field" announces that Charles Dobbs, vice-president and editorial manager, has become associate editor-in-chief, sharing the office with Young E. Allison, Sr. Young E. Allison, Jr., who has been associate editor in charge of the news desk at the Louisville office, becomes vice-president and managing editor. Mr. Dobbs has been one of the editors of the "Insurance Field" since 1905 and is regarded as one of the foremost insurance newspaper men of the country. He has appeared before a number of insurance organizations in addresses. Mr. Allison graduated from the University of Michigan in 1911 and spent a while in daily newspaper work before joining the "Insurance Field." He was sent to the Chicago office of that paper and then was transferred to New York. He served three years as advertising and publicity manager of the America Fore companies, but resigned to return to the "Insurance Field" at the Louisville office. Mr. Allison bears a most honored name and he has added luster to it. Both Mr. Dobbs and Mr. Allison have the advantage of having been in the daily newspaper field, securing a training there that fitted them admirably for their later responsible work.

George Hayden, manager of the New ark agency of the Ohio State Life, Columbus, attended agency meetings this week at Marion, Toledo and Springfield. He is chairman of the committee in charge of the special campaign in honor of D. F. Shafer, Mansfield manager, oldest member of the Ohio State field force in point of service. Speakers at the Marion meeting included Dr. C. E. Schilling, medical director, and W. S. Boynton, superintendent of agencies.

Miss Heywood Mason Butler, daughter of Mr. and Mrs. Henry E. Butler of Rumson, N. J., was married last week to **Darwin P. Kingsley, Jr.**, son of President Kingsley of the New York Life. The wedding ceremony was attended only by relatives and intimate friends because of sickness in both the bride's and bridegroom's families. Mr. Kingsley was graduated from Yale in 1921 and from the Harvard law school in 1924.

Lloyd B. Gettys, manager of the Sioux City branch of the Mutual Life of New York, should be able to promote harmony in his large and growing organization and equip himself with increasing merit, for he has been "facing the music" all his life. In fact he has indulged in it himself for he traveled for some years as a bass singer in a male quartet. He is still true to his mother, whose voice he praises enthusiastically, but his sister, Miss Frances Gettys, is achieving fame in international music circles. She has a soprano voice of rare beauty and following her debut in Rome, May 15, in the grand opera, "I Pagliacci," she won instantaneous recognition and Italian papers agreed that "America could send us no fairer rep-

resentative." She is now visiting Mr. Gettys and after some concert work in this country she will return to Rome for further appearance in grand opera. Among her other accomplishments she is a linguist and a recent photograph shows her conversing on a yacht with the Italian dictator, Mussolini. Mr. Gettys has two other sisters who are distinguishing themselves. The youngest, Miss Margaret, is practicing law in Chicago, having received her law degree this year. The other sister, Miss Luella, who is privileged to write A.B., M.A., and Ph.D. after her name is an instructor in the University of Nebraska, and is now collaborating with another educator in the writing of a book on international law and citizenship.

Mrs. Mary M. Clark, for 25 years with the Mutual Benefit Life, has resigned her connection with the Chicago office and will retire from active business. Mrs. Clark spent the first 12 years of her connection with the company in the Buffalo agency, moving to Chicago in 1913 and connecting with the Chicago office of the company. She was presented with a fitted traveling case by her friends in the Chicago office.

As of Oct. 1, **Dr. Griffin M. Lovelace**, one of the first and greatest life insurance educators in the country, has resigned as director of the life insurance training course of the New York University to join the staff of the New York Life, with which he began his insurance career. His new position and work with the company will be announced later.

Vincent B. Coffin, associate general agent of the Provident Mutual at Albany, who for the past three years has been associated with Dr. Lovelace in his summer schools at Rochester and Buffalo, is his successor in the New York University post.

Home office employees of the Bankers Life of Iowa pleasantly surprised **Gerard S. Nollen**, president of the company, when they presented him with a gladstone bag, marked in gold with his initials. Presentation was made by John Scoville. The gift was to honor Mr. Nollen in connection with President's Month. Agents of the company pledged that \$20,000,000 of new life insurance would be written in June. Up to June 25 \$17,000,000 had been turned in and there was enough reserve in sight to insure the success of the campaign.

Mr. Nollen has recently been chosen a member of the board of trustees of Grinnell College. At the noonday luncheon of Kiwanis in Des Moines last week Mr. Nollen spoke on life insurance. The Bankers Life put on the entire program, which was broadcasted to all Kiwanians in the middle west over station WHO.

The American Life Reinsurance of Dallas, this week celebrated the 20th anniversary of President **A. C. Bigger's** entrance into the insurance business. The week devoted to the celebration resulted in the biggest volume of direct business ever produced in a similar period by the company. The campaign for business was directed by Henry Camp Harris, agency director. Mr. Bigger began his insurance career 20 years ago with a rate book. He soon climbed into the spotlight as a producer and later as an executive.

F. B. Gerhart, formerly assistant actuary of the Missouri State Life, was presented with a beautiful watch by the officers and the employees of its actuarial department, on the eve of his departure to assume his new post as actuary of the New Jersey insurance department. New Jersey recently established this new position and put it upon a very high plane which makes it a ranking position among insurance supervisory offices. It placed the position under civil service and made the examination open only to fellows of the

Actuarial Society or the American Institute of Actuaries. Mr. Gerhart has been with the Missouri State Life as assistant actuary since 1923, going to that company from the New York Life where he received his first actuarial training.

Harmon R. Taylor, publisher of the "Fraternal Insurance Compend," has sent out the 1926 issue from his office in the Inter Ocean building at Cedar Rapids, Ia. This is a reference book on fraternal societies differing from other similar books in that it shows the actuarial condition of these organizations.

William M. Elles, vice-president and director of the Public Savings at Indianapolis, was the guest of honor at a dinner at the Indianapolis Athletic Club last week in celebration of the completion of 15 years of service with the company.

Walter B. Mahaffa, Rockwell City, Ia., a million a year producer for the Bankers Life of Iowa, gets help from the WHO radio station. It being the practice of the Bankers Life to announce the names of its agency leaders each month, Mr. Mahaffa has his policyholders always advised when to tune in for that station and everybody seems to be on the alert to find out where their friend and neighbor stands in the contest for first place. He says his business is also greatly helped with strangers by the broadcasting of such information as concerns his business.

Isaac Miller Hamilton, president of the Federal Life of Chicago, is back at his desk, fully recuperated from his long illness which held him in Florida for many weeks.

LIFE AGENCY CHANGES

DAY IS MARYLAND MANAGER

Given Charge of Entire State—Succeeded at Johnstown, Pa., by Brown of Indiana

The Equitable Life of Iowa has promoted Newell C. Day, general agent at Johnstown, Pa., to be agency manager for Maryland, including the Eastern Shore, with headquarters at Baltimore, with the exception of two counties which report to the Harrisburg, Pa., agency. Mr. Day is one of the youngest agency managers with the company, and has spent his entire life insurance work in its service. Starting as an agent in Kokomo, Ind., his success brought him a promotion in the form of a district agency at Lafayette, and later he was transferred to Fort Wayne, Ind., as district agent. In both these positions he did excellent work. A little over a year ago he was advanced to general agent at Johnstown, and his success at that point has brought for him supervision of what will be one of the largest agencies of the company.

To succeed Mr. Day, the company has promoted George J. Brown, district agent at Lafayette, Ind., to the general agency at Johnstown. Mr. Brown is a graduate of Purdue University, and received his first taste of life insurance work while a student in that university. W. G. Eversman has been promoted to succeed Mr. Brown as district agent at Lafayette, Ind.

TERRITORY IS REORGANIZED

Equitable Life of Iowa Rearranges Iowa and Nebraska Field, Making Silzer Manager at Sioux City

In connection with the reorganization of territory in northwestern Iowa and northeastern Nebraska, for the purpose of inaugurating an aggressive campaign for business expansion in this territory under the direct supervision of the home

Romancing Pays

There are no more interesting people in the world than children—especially to their parents.

One-third of the population of the United States is children under 15 years of age.

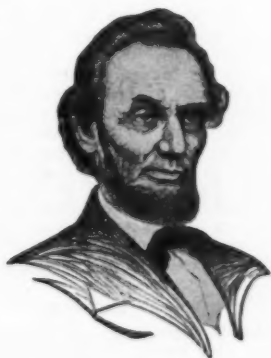
Approximately one-third of the leads in your territory are these interesting little folks. You mingle profit and pleasure when you plan for them with their parents.

The Lincoln National Life Juvenile Policy is written on the lives of children from one day old up to 14 years, with waiver of future premiums in the event of the death or disability of the father. In the event of the death of the child the policy is payable to the father. The full face value of the policy is reached on the anniversary of the policy on which the insurance age of the child is 5 years.

This Juvenile Policy is issued on Ordinary Life, Twenty Pay, 30, 25 or 20 Year Endowments, and as Terminal Endowments maturing at ages 16 to 20.

The romance and profit of dealing with child problems through our Juvenile Policies makes it pay to

LINK UP WITH THE LINCOLN



The Lincoln National Life Insurance Company

"Its Name Indicates Its Character"

Lincoln Life Building Fort Wayne, Ind.

More Than \$425,000,000 In Force

Connecticut General News Hartford, Conn.

The Connecticut General Life Insurance Company of Hartford, Connecticut, having outgrown its old quarters, has moved into the new building it has been constructing for the last two years on Bushnell Park at 55 Elm Street, corner of Hudson Street.



IN MICHIGAN

First—Banking
Second—Automobiles
Third—Insurance

That is the standing of the three foremost commercial enterprises operating for the business and industrial advancement of Michigan. The position of the insurance business in Michigan's commercial activity may not be generally recognized.

Michigan has many high class, progressive, substantial and sound-principled corporations.

Included in this number is the Detroit Life Insurance Company, whose Home Office (on the corner of Park and Columbia), is the headquarters for the most loyal and energetic life insurance agency organization to be found anywhere in the State.

Any general agency desiring good life insurance affiliations which will assure prompt service from the Home Office, and reasonable contracts, or any high class part time man not now satisfactorily associated, is invited to write to President M. E. O'Brien, or his assistant, Homer Guck, 2210 Park Avenue, for further information.

Detroit Life Insurance Company
Detroit, Michigan

CONDITION—DECEMBER 31, 1925

Assets	\$ 8,019,646.55
Liabilities	7,166,856.74
Capital and Surplus	\$ 852,789.81
Insurance in Force	\$9,037,822.00

Ambitious Men of Sales Experience Will Be Interested in the Liberal Agents Contracts We Are Offering.
Good Openings for the Right Type of Men.

THE CAPITOL LIFE INSURANCE COMPANY

Clarence J. Daly, President.

Denver, Colorado

office, G. U. Silzer has been appointed agency manager for the Equitable Life of Iowa at Sioux City. Mr. Silzer took up his new duties on July 1, with headquarters in the Davidson building.

Mr. Silzer is well known in Sioux City. Prior to entering life insurance work, he was a Rotarian, which membership he was compelled to surrender when taking up life insurance, that branch of business already being represented in Rotary. For most of his business life he has been engaged in sales and sales management work, in which business he has been most successful. As district manager for the Equitable Life of New York at Sioux City, the production of the district was more than doubled under his supervision and management during the past year.

C. I. Hart, as district manager for the company, will have special charge of the development of the territory in northeastern Nebraska, and in addition, will cooperate with Mr. Silzer in the development of business in Sioux City and Woodbury county.

F. E. Lark of Onawa, as district manager, will have charge of several counties. F. T. Tompkins of Spirit Lake will, as district manager, have charge of some of the northern counties which will be developed under the supervision of Mr. Silzer.

Mr. Hart, Mr. Lark and Mr. Tompkins have had a long period of service with the Equitable Life of Iowa.

H. Clay Dodson

H. Clay Dodson has been appointed manager of the life insurance department of the Hagey H. Campbell Agency at Pittsburgh, Pa. Mr. Dodson has been in the life insurance business since 1920 with the Metropolitan Life. After completing two years of an electrical engineering course at John Hopkins University, he transferred his interest to the insurance business, going in the field with the Metropolitan Life. After three and one-half years of sales work he accepted a position working out of the home office and covering the southern and middle Atlantic states. He returned to Baltimore early this year with the Metropolitan and has now joined the Campbell agency as manager of the life department.

Stanley K. Koffman

Stanley K. Koffman has been appointed general agent for the Connecticut Mutual Life at Columbus, O., succeeding John E. Norman. Mr. Koffman will have jurisdiction over southeastern Ohio. He has been general agent at Fort Wayne, Ind., and prior to that was general agent at Wilkesbarre, Pa. Fred O. Lyter, agency assistant at Fort Wayne, will temporarily be in charge of that office, pending the appointment of a new general agent there.

James W. Fish

James W. Fish, for four years manager of the insurance department for Wilson & Co., Chicago packers, has associated himself with the agency of Chappell & Jansen, general agents for the Atlas Life of Tulsa for Illinois. Mr. Fish has been appointed manager of the life department. This agency is a Class 1 member of the Chicago Board and also general agent for a number of casualty companies. The agency has made considerable progress in the last two years of its operation and has again taken on larger quarters in the O. C. L. building, 166 West Jackson boulevard.

J. P. Robinson

John P. Robinson, assistant manager of agencies for the West Coast Life at the home office, left this week for Texas where he will act as state manager.

Joseph S. Brown

Joseph S. Brown, who has been in partnership with Chester S. Dobbs in the South Platte agency of the Mutual Benefit Life, with headquarters at Lincoln, has withdrawn to accept the man-

agement of an advertising association maintained by the "Nebraska Farmer," his old business. Mr. Brown, who had also filed as a candidate for the legislature, has withdrawn his name for submission at the primaries.

Ross Roberts

Ross Roberts has been appointed home office representative of the Business Men's Assurance to cover Michigan, with headquarters at Lansing. Mr. Roberts has been located at Wagoner, Okla., where he has made a creditable record as personal producer, but he desired a larger field and thus has been given the job of developing Michigan.

Life Agency Notes

Frank S. Cummins of Des Moines, son of J. C. Cummins of the Equitable Life of Iowa, has become special agent in the Chicago office of the Equitable Life of New York. Mr. Cummins has had much experience in insurance.

Donald J. Flood, who recently graduated from the University of Montreal, has associated himself with the Ohio agency of the Girard Life of Philadelphia. This agency at Cleveland is under the management of Edward T. Flood.

J. W. Simpson and Ed Button, who have been district agents for the Northwestern Mutual Life at Cynthiana, Ky., have sold their business there and are moving to Oakland, Cal., where they will continue to represent that company. Both men have been large producers for the company.

NEWS FROM THE EAST

ROCKWELL COURSE IN AKRON

School in Life Insurance Salesmanship Will be Conducted in August and September

Charles J. Rockwell, formerly director of life insurance salesmanship at the University of Pittsburgh, will conduct a special term of life insurance salesmanship in Akron, O., beginning Aug. 2 and closing Sept. 30. The course will



DR. CHARLES J. ROCKWELL

be the standard university course as prescribed and approved by the educational committee of the National Association of Life Underwriters under a faculty of trained instructors. Those desiring further information should address the Akron Association of Life Underwriters, 511 Second National building, Akron, O.

Urges Reading of Policy

Commissioner McMurray of Indiana has issued a statement urging purchasers of life insurance, as well as those already holding life policies, to "read your policy." "Read your policy is a warning that should be heeded," Mr. McMurray said. "A contract of insurance, like any other contract, is an agreement

between certain parties, and contains obligations that are equally binding upon the assured and the company. It is necessary that the policyholder know what his obligations are, and exactly what the policy covers in order that he may have the protection sought and paid for. Often after a loss has occurred the assured finds he has violated his contract, thereby voiding the entire policy, whereas a few minutes spent in carefully reading the document would have avoided the difficulty."

MISSISSIPPI VALLEY

TO HAVE AN INSURANCE DAY

Wisconsin Federation at Annual Meeting Decides to Inaugurate Annual Celebration in State

MILWAUKEE, JUNE 30.—At its annual meeting here Monday, the Insurance Federation of Wisconsin adopted a resolution sponsoring an insurance day for Wisconsin. The resolution calls for the appointment of a committee by the president, to be known as a master committee, composed of the presidents of all Wisconsin insurance organizations. This committee will have the power to appoint the sub-committees necessary. H. L. Barr, president of the Insurance Federation of Indiana, and Joseph G. Wood, executive secretary, were present and outlined the methods used in the promotion of the annual Insurance Day in Indiana. Mr. Barr offered the services of the Indiana Federation in helping the Wisconsin Federation to make arrangements for the first insurance day.

Olaf H. Johnson, recently appointed commissioner of Wisconsin succeeding W. Stanley Smith, gave his maiden speech before a representative gathering of insurance men. Those who were present looked forward eagerly to his address in order to hear his views on various subjects. For the most part he discussed questions relating to fire and casualty insurance.

All of the officers of the federation were unanimously reelected.

To Discuss Insurance Trusts

The Leaders Club of the A. E. Patterson agency of the Equitable Life of New York in Chicago will meet today (July 2) at the Congress hotel for a luncheon conference. W. C. Miller, trust officer of the State Bank of Chicago, will speak on "Creating and Preserving Life Insurance Trusts." The State Bank of Chicago has been doing extensive advertising on life insurance and Mr. Miller has developed this department of the trust company. He is a strong advocate of life insurance and has extensively advertised life insurance in the display advertisements run by the trust department of the bank. Mr. Patterson announces that 16 members of the agency have already qualified for the Leader Club and two qualified this week for the company's agency clubs. H. T. Wright, assistant manager of the agency, qualified for the Three-Quarter Million Club and B. H. Wilson for the \$200,000 corps of the Century Club.

Many on European Trips

The central branch office of the New York Life in Chicago has felt the appeal of European travel this summer, one of the staff having just returned from a European trip, one being in Europe now and two leaving next week for a four months' tour of Europe. John E. Larsen, who was married last week, is leaving next week to spend his honeymoon in Europe. Albert Stern, like Mr. Larsen, one of the topnotchers, leaves next week for a four months' trip in Europe. A. B. Reich, another topnotcher, left the early part of the month and will not be back until Sept. 15. J. A. Ware has just returned from Europe and has already written \$200,000 since

ILLINOIS LIFE INSURANCE CO.

CHICAGO

JAMES W. STEVENS, Founder

The Ideal Agency Officer

THE ideal agency officer is one who knows his company from the ground up—thoroughly knows and has confidence in his superior and fellow officers, and having this information and this intimate acquaintance is willing to stand by that company and those officers just as loyally and steadfastly as though he himself was personally and solely responsible for every existing condition and every action taken.

He must be a sincere man, a man who in his dealings with agents has the ring of sincerity and fair dealing, showing equal favor to all and unequal opportunities to none.

He must be deeply appreciative of the difficulties which confront the man behind the rate-book, and from the well of his own practical experience and knowledge be able to counsel wisely and advise intelligently on all the multitude of big and petty problems and disputes which are forever coming up in an active agency organization.

He must be a man of quick and positive decisions, and his oral promise once given must be as binding as though reduced to writing.

He must be intimately acquainted, but not grossly familiar, with his agents.

He must be big enough to frankly acknowledge such mistakes as he may make, to take upon his own shoulders a great part of the blame for an agent's lack of success, and so constituted temperamentally as to be burdened without irritation with the thousand and one little complaints and troubles of the men who compose the agency organization.

In brief, the successful head of an agency department is the "Little Father" of the organization, and upon his patience, forbearance and good counsel, and the degree of respect and confidence he enjoys of the men under him, depends the success and the strength of the producing force.

From address of R. W. STEVENS, President,
Illinois Life Insurance Co., Before Life
Agency Officers Association, Chicago,
November, 1925.

Illinois Life Insurance Co.

CHICAGO

JAMES W. STEVENS, Founder

Greatest Illinois Company

1212 Lake Shore Drive

The Illinois Life is The Dean of the Illinois Legal Reserve Companies

WHERE CAN YOU GET

Lowest rate Non-Participating—
Low net cost Annual Dividend—
—combined with the old-time
General Agency Contract?

THE CONTINENTAL of St. Louis HAS JUST THAT

This is no come-on talk. If we can't satisfy you that we have exactly that combination, we are only wasting our money in this advertisement.

DO YOU WANT THAT COMBINATION IN FRUITFUL TERRITORY?

Write us for details.

ADDRESS

Agency Department

Continental Life Insurance Co.

Edmund P. Melson
President



J. DeWitt Mills
Secretary

ST. LOUIS

MISSOURI

Analyzing Success

A cross section of the 66th Annual Statement which shows, by growth, safety and low net cost, why the Guardian ranks as one of the strongest of the strong companies.

NEW BUSINESS, about 50% gain.....	\$ 66,857,528.00
INSURANCE IN FORCE, 16% gain.....	290,912,305.00
ADMITTED ASSETS	51,866,771.92
LIABILITIES	45,836,814.05
SURPLUS AND DIVIDEND FUND,	
13% of Liabilities.....	6,029,957.87
1926 DIVIDENDS SET ASIDE,	
25% increase	1,983,000.00

The Guardian is growing more rapidly than most old line companies, and in a way that offers unusual opportunities to men of the right calibre. For information, write
T. LOUIS HANSEN, Vice-President

THE GUARDIAN LIFE INSURANCE COMPANY OF AMERICA
Founded 1880 under the Laws of the State of New York
50 UNION SQUARE, NEW YORK

his return. In spite of the depletion of the agency ranks in this manner, Manager J. A. Campbell reports that June will show a total considerably above June, 1925, and the first six months of the year will show a notable gain over the same period of 1925.

Show Good Gains

The Chicago office of the Reliance Life is finding business very good and continuing even better than usual during the beginning of the vacation season. Manager F. W. DuBose states that the business thus far this year is more than \$400,000 ahead of the amount paid for in the same period last year. The leading agent in the Chicago agency and also the leading agent for the entire company is G. V. Cleary, who has paid for \$532,999 up to June 23 and had \$250,000 still pending.

Union Central Des Moines Meeting

The Des Moines agency of the Union Central Life has been holding its semi-annual meeting in that city. F. G. Applequist was master of ceremonies. There was an attendance of about 20 men and each was to take part in the program, which consisted of each taking just two minutes to outline the best

method of salesmanship as applicable by agents out in the field.

North Dakota District Meeting

S. D. Scott, of Fargo, district manager for the Mutual Life of New York, and T. W. Fletcher of Minneapolis, manager of the income department, attended the district convention of agents of the company at Oakes, N. D. Matters pertaining to agencies were discussed by Mr. Fletcher.

Heads Carson Agency Club

By writing 29 applications in May, Charles S. Ristow, agent under the Carson agency in Wisconsin for the Equitable Life of New York, has won the presidency of the Leaders' club of the Wisconsin Equitable Legion, newly-formed organization in the Carson agency there. Mr. Ristow hails from Black River Falls and has always been one of the highest producers of the agency. During the winter months Mr. Ristow spends several weeks lecturing before agricultural clubs throughout the state. Other officers of the club are Edward G. Goli, Mount Horeb, with 28 applications, vice-president; and Earl H. Jones, Sparta, secretary, with 22½ applications.

IN THE SOUTH AND SOUTHWEST

NEW COMPANY A PROBLEM

"Bankers Life" of Dallas, Operating Under Old Charter, Says Department Has No Control Over It

DALLAS, TEX., July 1.—It develops that the Bankers Life of Dallas, a new assessment company, with W. D. Dilbeck as president, in regard to which Commissioner Daniel last week broadcast a warning to the effect that the company was not licensed in this state, is operating under a charter issued to the Texas Mutual Life of Galveston in 1870. That charter, issued before there was any insurance department or insurance laws in Texas, was obtained in some way by the Dallas company. The provisions of the charter allowed the board operating under it to change the name and place of operation at will. Hence the board of the new company obtaining the old mutual charter adopted the name of the Bankers Life and changed the place of operation from Galveston to Dallas. The old mutual operated but a few years and then went out of existence. But these old charters never die. This one has been revived and is now raising one of the biggest insurance questions in Texas for some time.

The similarity between the names of the new Dallas mutual and the Bankers Life of Des Moines, which has been doing business in Texas for a number of years, is causing confusion in many instances. It is said on several occasions policies have been taken in the new "mutual" because of the low rate offered when the subscriber thought he was getting a policy in the Des Moines company.

The new company, so the insurance department claims, has no permit to do business in Texas and has not asked for any. The department is of the opinion it could not refuse permission to solicit business under the new name adopted, even if that permission is asked, and that is what worries state officials. It is further believed the attorney general will be powerless to act in this particular case, although the matter has been referred to his department for an opinion by the insurance department.

Commissioner Daniel says he made no examination of the company's books because when he came to Dallas to make an examination, he was denied that privilege, the new company claiming it was operating under a charter

granted by the state before the insurance department existed.

President Dilbeck says the adoption of the name "Bankers Life" was done without any thought of the Des Moines organization and hence without any idea of obtaining business because of similarity of names. Mr. Dilbeck said he would probably discuss the matter of a state permit with the insurance department immediately, since he wishes to have the good will of everyone and has no desire or intention of violating any law.

OKLAHOMA PROSPECTS GOOD

Crops Are Reported Better Than in Recent Years, With Every Indication of Prosperity

OKLAHOMA CITY, June 30.—The possibilities of more business in life insurance underwriting in Oklahoma in the next six months are foreseen by George E. Lackey, general agent in Oklahoma for the Massachusetts Mutual, than in any similar period in the last seven years. An unusual crop situation exists in the state, he said, with wheat producing from 20 to 30 bushels to an acre, running from 60 to 61 pounds to a bushel and bringing \$1.15. Oil is again producing in a big way. The corn acreage is good and the crop, so far in fine condition; feed, hay and oats have never been better, and pasture lands are as promising as ever in the state's history. This view was prompted by information gleaned on a 100 mile trip through the state, within the last ten days. "With this abundance of new wealth, it seems as though a splendid volume of business should be available for the man who goes after it," he said, "and the lapse ratio, which has always been excessive in the state, should be greatly reduced."

Encounter Fewer Obstacles

This opinion is shared with equal enthusiasm by George C. Summy, recently installed president of the Oklahoma Association of Life Underwriters. The president believes the business is here and the recent rains he believes have been of great value to the state in general. Local men are buying life insurance in larger amounts than previously, and life underwriters are receiving more favorable reception than in former years, and encountering fewer obstacles.

With the first six months' business of life insurance in Oklahoma running

5 percent greater than that of the same period last year, J. Henry Johnson, general agent for the National Life, foresees a better outlook than last year. While more conservative in his estimate of the possibilities of the coming season, he foresees some relief from the conditions resulting from the adjustment period, which he said is still being felt throughout the entire country.

Suicide Claimed as Defense

W. L. Wight, administrator of the estate of Thomas Ellis Johns, a Richmond, Va., contractor, who died Nov. 30, 1925, as a result of inhaling illuminating gas, is suing in federal court at Richmond for recovery under a \$10,000 policy, issued June 2, 1925, with double indemnity provision. He is asking for double the face of the policy on the ground that death resulted from accidental means although the city coroner decided that it was apparently a case of

suicide. The company is resisting payment on the ground that death resulted from suicide. The \$10,000 policy was issued by the Manhattan Life. Only \$50 of the premium due for the first year had been paid, a note having been taken for the remainder. It was reported at the time of his death that Johns was in financial straits.

Bousfield Visits Kentucky Colleges

The Liberty Life, Negro company of Chicago, which has a branch office in Lexington, Ky., has launched a movement to interest college men in life insurance salesmanship as a profession. A visit to several colleges in that state was made recently by Dr. M. O. Bousfield, president of the company, and W. Louis Davis and the possibilities of this field was laid before the senior classes. As a result many of the graduates are planning to enter this work.

PACIFIC COAST AND MOUNTAIN FIELD

TRAINING CLASSES ARE HELD

Members of Home Office Staff of Phoenix Mutual Conduct Sales Schools on Coast

LOS ANGELES, June 30.—James A. Giffen, head of the home office sales training division of the Phoenix Mutual Life, accompanied by M. T. Terrill, assistant secretary, and Robert A. Judd, assistant in the agency department, are conducting in Los Angeles, a ten day course of instruction in intensive training in life insurance salesmanship for a class of 33 members which had previously been enrolled by George W. Ayars, California supervisor. The course embraces both the study of the technical side of life insurance and instruction in the details of salesmanship as applied to the sale of this service, with reference particularly to the application of psychology to the work. The instruction in this branch is given by Mr. Giffen, while Mr. Terrill presents the technical details of policy contracts, etc., and Mr. Judd instructs in such matters as prospecting, budget presentation, sales promotion, interviews, etc. Mr. Ayars also is assisting in the presentation of the course of instruction.

The members of the home office staff will leave for San Francisco, where a two day agency meeting will be held, after which they will go to Seattle, where a ten day school of instruction will be held. At its conclusion they will return directly to the home office to conduct a regular session of the school there, which is a feature of the company's plan for the training of its salesmen.

Bars Life Insurance-Realty Rider

A life insurance rider cannot be added to realty contracts by real estate agents

of California unless they hold an insurance license from the state, according to an opinion by Attorney-general Webb. Some real estate agents have lately been making a practice of attaching clauses to realty contracts designed to "insure" heirs and other beneficiaries but this practice, according to the attorney general, must be discontinued unless the business is written in the regular manner by a duly licensed agent.

Williams Visits Pacific Northwest

Investment possibilities in Portland, Ore., will be studied by George L. Williams, vice-president of the Union Central Life, who arrived there last week. Mr. Williams stated his company has now invested about \$1,500,000 in Portland, and that the survey now being made was for the purpose of ascertaining whether the amount could be increased.

In company with John L. Kauffman of J. L. Kauffman & Sons, he will spend a number of days touring the state and also inspecting real estate in the city. Dr. William Muhlberg, medical director, accompanied Mr. Williams.

Pays Big Claim

The Great Republic Life recently settled a \$100,000 death claim, the policy being on the life of Bernard Nesa, Sr., a prominent capitalist of Los Angeles who died suddenly a few weeks ago. Payment of the claim was made within 24 hours after receipt of the completed claim papers. Three annual premiums had been paid on the policy.

Incorporate New Denver Life Company

The Denver Life Company, Denver, Colo., has filed articles of incorporation. The incorporators are J. W. Wilson, A. C. Mitchell and M. Fuller.

IN THE ACCIDENT AND HEALTH FIELD

WORKS OUT WELL IN CANADA

Uniform Policies for Accident and Health Insurance Now in Use in Several of the Provinces

OTTAWA, ONT., June 30.—Advocates of uniform policies for accident and health insurance in the United States may find some argument for their case in the situation now existing in Canada, where the plan seems to be working out very satisfactorily.

The forms of policies issued are practically uniform in Ontario and the western provinces. For these provinces the companies have issued policies containing the provincial statutory conditions

printed as required and in order that the policies may still comply with Section 134 of the Insurance Act of Canada, 1917, are using an endorsement or rider amending the statutory conditions whenever necessary to include the more liberal provisions of the Dominion act. For Quebec and the maritime provinces, where no provincial statutory conditions are required, policies which comply with the Insurance Act of Canada, 1917, are in order.

Improvement along the lines of policy forms has taken place for the past few years and more attention is being given this class of insurance by production managers, with the result that the premium is gaining each year. The companies in general are more careful in selecting health risks than formerly, many



GENERAL AND DISTRICT AGENCY OPENINGS

IN

Indiana, Illinois and Ohio

A **GOOD** OPPORTUNITY
FOR **MEN**

We Issue Policies on Men, Women
and Children

LIBERAL AGENCY CONTRACTS
EXCEPTIONAL POLICY FEATURES

KASKASKIA LIFE INSURANCE CO.

SHELBYVILLE, ILLINOIS

HOME OFFICE

GROWTH

A matter of natural development.

Our Growth has been persistent.

Our root extends down--not out.

We haven't spread much because we are rooted deep and lastingly in Illinois, Indiana, Kentucky, Missouri and Iowa.

Steady, persistent growth means permanent life.

Men who wish to make a connection or undertake to underwrite life insurance can make an unusually good connection with us now. Write for information and territory desired.

**CHICAGO NATIONAL
LIFE INSURANCE CO.**

202 South State Street

Chicago, Ill.

A. E. JOHNSON, AGENCY MANAGER

Life Insurance in Force

December 31st, 1925
(Ordinary and Industrial)
\$302,277,296.00

Surplus Security to Policyholders
\$3,745,630.90

*Conservative Progress Every Year. Operating
From Coast to Coast, Canada to the Gulf,
Cuba and Hawaiian Islands.*

**AMERICAN NATIONAL
INSURANCE COMPANY**
Galveston, Texas

W. L. Moody, Jr.,
President

Shearn Moody,
Vice-President

W. J. Shaw,
Secretary

The **GLOBE** MUTUAL LIFE INSURANCE COMPANY of CHICAGO, ILL.

Assets - - - - - \$1,500,000.00

"CLAIMS PAID ON SIGHT"
Paid to policyholders over \$1,050,000.00
The highest grade of service to policyholders and
representatives

*It Is the Last Word in
SERVICE*

T. F. Barry, Founder Pose Barry Dietz, President
The GLOBE weekly news mailed to you every week by
request without charge

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HOME LIFE INSURANCE COMPANY OF AMERICA

Incorporated 1899

PROTECTS THE ENTIRE FAMILY
POLICIES ARE ISSUED FROM BIRTH TO SIXTY YEARS NEXT BIRTHDAY

*Home Life Agents are satisfied
A Home Life Contract brings prosperity and progress*

* * * * *

*Home Life policyholders are satisfied
A Home Life policy brings peace of mind to the man
who loves his family*

INDEPENDENCE SQUARE PHILADELPHIA, PENNA.



George Washington Life Insurance Company

CHARLESTON, WEST VIRGINIA

HARRISON B. SMITH, President

presents opportunity for liberal contracts covering definite territory with
Home Office registry and with power of appointment of sub-agents.
The States of West Virginia, Virginia, Ohio, Kentucky, Tennessee, South
Carolina, North Carolina, Georgia, Michigan, Oklahoma and Washington.

Address

ERNEST C. MILAIR, Vice-President and Secretary

preferring to be more particular about their acceptance than to increase the rates. New business is being written for larger principal amounts and weekly indemnities than formerly, due to the higher wages paid since the war. Group disability business is also becoming quite a factor in the Dominion.

The experience last year on personal accident insurance was satisfactory. The premiums amounted to \$2,780,174, and losses were \$1,124,875, or 40.46 percent. The combined accident and sickness insurance business was somewhat greater than for 1924. The premiums amounted to \$1,464,601, and losses were \$721,388, or 49.25 percent.

REPORT MADE ON "NON-CAN"

Committee of Commissioners Convention Gives Figures on Business for the Past Four Years

The report of the sub-committee on non-cancellable accident and health insurance of the committee on blanks of the Insurance Commissioners Convention, in its report submitted to the executive committee of the Convention at its Chattanooga meeting, just released, gives the following figures (for the seven companies referred to in the 1925 report of this subcommittee) indicating the growth and status of non-cancellable accident and health business: Net premiums in force, Oct. 31, 1922, \$2,300,437; Oct. 31, 1923, \$2,858,182; Dec. 31, 1924, \$3,842,912; Dec. 31, 1925, \$4,153,458. The net premiums written and renewed for the last two years were: 1924, \$3,477,739; 1925, \$4,184,633.

The additional reserves reported by the companies for the last two years were: 1924, \$1,825,550; 1925, \$2,761,033. However, this latter amount was increased to \$3,631,552 in accordance with the reserve standard required by ruling of one of the departments. These figures indicate that while the percentage of additional reserves to net premiums in force was 48 percent for 1924, the companies' figures for 1925 showed a ratio of 65 percent and the increased figures for 1925 showed a ratio of 87 percent.

Although the premiums in force figures do not show that the business is growing to any considerable extent, the additional reserve figures show a noticeable increase.

The subcommittee is giving consideration to the choice or compilation of the proper reserve standard for this business, but is not yet ready to make a definite recommendation.

Change in Non-Can Commissions

LOS ANGELES, June 30.—In connection with the changes announced recently by the Pacific Mutual Life in its non-cancellable accident and health contracts, a change has been made in the commission rate to general agents on that class of business. They formerly received 17½ percent perpetual renewal commission. The business now carries but 15 percent for five years and 7½ percent for the next four years, and ceases thereafter. It is understood that a number of protests have been received from general agents affected.

National L. & A. Promotions

The National Life & Accident has promoted T. R. Summers of Harrisburg to

a superintendency there. V. D. Derryberry of Texarkana has been promoted to superintendent in the Springfield, Mo., district.

To Form New Company

OMAHA, NEB., June 30.—A new accident and health company will soon be launched in Omaha by the Columbus Finance Company which has just been organized in this city by Judge J. H. Barry, Roy Rochford of Wahoo, Neb.; Rudolph Brazda of West Point, Neb.; Dr. J. C. Devine of Grand Island, Neb.; M. F. O'Sullivan of Columbus, Neb.; and C. C. Carek of Touhy, Neb. The officers of the Columbus Finance Company are: J. H. Barry, president; Roy Rochford, treasurer; M. F. O'Sullivan, secretary. Mr. Rochford and Mr. O'Sullivan will be the active officers in charge. Mr. O'Sullivan is a veteran accident and health man, having been in that field practically all his life.

Decide for Company

SIOUX CITY, IA., June 30.—The Travelers Indemnity won a directed verdict in the federal court here in the case of Mrs. Lisle Bergeron, who sought to collect the principal sum of \$7,500 under an accident policy for the death of her husband, who died from a ruptured blood vessel in the brain, following the drinking of some supposed homemade liquor. The court upheld the company in its defense that the drinking of liquor could not be held accidental, and furthermore that the death was caused by the rupture of the blood vessel.

Is Alcohol Death Accident?

OMAHA, NEB., June 29.—Whether with prohibition the supreme law of the land, the death of a man from acute alcoholism can be held to be an accident is the principal question involved in the suit brought here by May Hall against the Travelers on a \$7,500 policy. The coroner's jury said that that was what caused the death of William P. Hall, her husband, and she asserts that under a proper interpretation of the contract this was an accidental death. The company has caused the case to be transferred to the federal court.

Newspaper Policies for Des Moines

DES MOINES, June 29.—Des Moines newspapers announced Friday that each would start issuing \$1 accident policies. The "Daily Capital" offers a policy for \$10,000 principal sum with the Continental Life of St. Louis. The "Daily Register" and the "Evening Tribune" offer \$7,500 policies in the Federal Life.

Each newspaper gave a double spread announcement of the new departure in Friday's issue.

Problem of Siamese Twins

DES MOINES, June 30.—Do Siamese twins needs one or two accident policies? This question came up here this week when Violet and Daisy Hilton, Siamese twins appearing here at the Orpheum theater, applied for two of the dollar a year Federal Life newspaper policies, which are being sold by the "Register & Tribune" of this city. The twins insist they are two individuals, whereas the newspaper officials insist they are a single risk and are referring their application for a policy or policies to the Chicago office of the Federal.

Salt Lake Papers in Line

SALT LAKE CITY, UTAH, June 29.—All three of Salt Lake City's daily papers are now offering pedestrian and travel accident insurance. The "Tribune," a morning paper and the last to fall in line, will not require a subscription to the paper in order to make one eligible to get this insurance. These policies are issued at \$1 a year and provide a maximum principal sum of \$7,500. At first they were offered as "accident insurance," but since the Utah Life Underwriters Association protested against this in a resolution some time ago, care has been taken to call the policies travel and pedestrian accident insurance. The underwriters association felt that the public was apt to be given the impression that such insurance completely protected one against accidents.

Charters Hotel for Meeting

The Bankers Life of Iowa has chartered the entire Nautilus Hotel at Miami Beach, Fla., as headquarters for the Gold Medal Club school of instruction to be held January 3-5, 1927.

NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem." Published Annually in May and April respectively. PRICE, \$3.50 and \$2.00 respectively.

SOME CHANGES ANNOUNCED

Bankers Life of Nebraska Issues a Supplementary Rate Book Containing Explanations and Rules

The supplementary rate book of the Bankers Life of Nebraska dated July 1, contains explanations and rules, rates for disability and double indemnity, rates and values for endowment, age 65, which is new this year and rates and values for the new "Preferred Low Rate" policies.

Explanation and rules are the same as those contained in the supplement of July 1, 1923, with slight revisions. In the case of women the company has found it necessary to refuse women with goiter or who have been operated upon for goiter. Disability rates were also contained in the 1923 supplement.

The endowment at age 65 was issued in the Jan. 1, 1926, supplement.

"Preferred Risk Low Rate Policies" are written on the whole life and 20 pay life forms and are to be issued on the non-participating basis only. These policies are written at a low rate because of the economies in overhead expense and savings in medical fees due to the larger policies and slightly smaller agent's commission.

They will not be written for a smaller amount than \$5,000, but may be written for any amount above that. For convenience, premiums are quoted for both \$5,000 and \$1,000. Extra premiums for disability and double indemnity are the same as for regular forms.

Sample rates are:

Endowment Age 65			
Age	Participating Prem.	Non-participating Prem.	
20	\$20.55	\$16.73	
25	23.74	19.32	
30	28.05	23.27	
35	33.66	27.62	
40	41.89	35.19	
45	53.85	46.10	
50	73.66	64.34	
55	112.53	102.26	

Preferred Low Rate—Non-Participating			
Age	Ordinary Life Premium	20-Pay Life Premium	
20	\$5.000 \$1,000	\$5,000 \$1,000	
25	\$7.40 \$13.48	\$103.60 \$20.72	
30	75.50 15.10	112.65 22.53	
35	85.95 17.19	123.55 24.71	
40	99.55 19.91	137.00 27.40	
45	117.50 23.50	155.15 31.03	
50	143.00 28.60	179.50 35.90	
55	179.05 35.81	211.85 42.37	
60	229.10 45.82	255.95 51.19	
65	295.25 59.05	312.55 62.51	

National Life

The National Life U. S. A. has issued a new total and permanent disability clause effective July 1, which will be issued with all new policies where such benefit is applied for any may be issued in lieu of a similar benefit already in force on existing policies.

Prudential

The Prudential is now issuing policies with a disability income feature containing the 90-day provision, on the lives of men only. The new clause provides that if proof of total and permanent disability has not been previously furnished if the assured is rendered wholly and continuously unable to engage in any occupation, or perform any work for any kind of compensation for 90 consecutive days, the company will grant the disability benefits provided. The additional extra premium charged for this provision will be equal to the present extra premium for the disability income feature, so that the total extra premium for a policy with the 90-day disability income feature will be twice the extra premium charged for a disability income policy without the provision.

ISSUE MODIFIED LIFE POLICY

National Life, U. S. A., Announces Rates for Contract With Half Premium for First Five Years

The National Life, U. S. A., has issued a modified life policy, with premiums for the first five years at one-half the rate payable thereafter. In connection with this form the company writes total disability, double indemnity or accident and health. The annual premium rates per \$1,000 on the new form, both for the first five years and for subsequent years, are as follows:

Age	First 5 Yrs.	Thereafter	Age	First 5 Yrs.	Thereafter
15...	7.37	\$14.74	40...	\$14.61	\$29.22
16...	7.51	15.02	41...	15.17	30.34
17...	7.66	15.32	42...	15.78	31.56
18...	7.82	15.64	43...	16.42	32.84
19...	7.99	15.98	44...	17.11	34.22
20...	8.17	16.34	45...	17.84	35.68
21...	8.35	16.70	46...	18.63	37.26
22...	8.55	17.10	47...	19.47	38.94
23...	8.75	17.50	48...	20.38	40.76
24...	8.96	17.92	49...	21.35	42.70
25...	9.19	18.38	50...	22.39	44.78
26...	9.43	18.86	51...	23.51	47.02
27...	9.68	19.36	52...	24.83	49.66
28...	9.94	19.88	53...	26.25	52.50
29...	10.22	20.44	54...	27.78	55.56
30...	10.52	21.04	55...	29.43	58.86
31...	10.83	21.66	56...	31.07	62.14
32...	11.16	22.32	57...	32.85	65.70
33...	11.50	23.00	58...	34.76	69.52
34...	11.87	23.74	59...	36.84	73.62
35...	12.26	24.52	60...	39.08	78.16
36...	12.68	25.36	61...	41.51	83.02
37...	13.12	26.24	62...	44.15	88.30
38...	13.58	27.16	63...	47.02	94.04
39...	14.08	28.16	64...	50.13	100.26
			65...	53.53	107.06

CLAUSES ARE LIBERALIZED

Northwestern National Life of Minneapolis Will Allow Greater Disability Benefits Than Heretofore

The Northwestern National Life of Minneapolis has announced three new disability clauses. The new coverage includes the following features: Total disability shall be presumed to be permanent if it is reasonably certain that such disability will continue during the remaining lifetime of the insured or if it has existed continuously for three months immediately preceding receipt of proof. Payments accrue from the commencement of disability. Any income payments accruing after beginning of disability and before approval of proofs will be paid to the insured upon approval of proofs; at which time also any premium paid after disability began will be repaid the insured. Income payments on endowment policies do not cease upon payment of the policy at maturity but continue during disability for life. On a policy lapsed not more than six months, on proof that total disability existed on the premium due date on which lapse occurred, the policy will be restored and benefits granted as if no lapse had occurred. Neither the insurance nor any sum payable in any settlement under the policy, nor dividends, loan or surrender values, are reduced by any disability benefits granted.

The three new forms are as follows: (1) Waiver of premium and level income of \$10 per month per \$1,000 face amount of policy. (2) Waiver of premium and increasing income of \$10 per month per \$1,000 during the first five years of continuous total disability, \$15 per month during the second five years, and \$20 per month thereafter. (3) Waiver of premium only.

At age 35 the rate on the endowment at age 85 without disability is \$26.69; with the level income disability, \$30.32; with increasing income disability, \$31.50; with waiver of premiums only the rate

Onward March—1925

TOTAL OF PAID-FOR BUSINESS

1924 - - - - \$134,242,954

1925 - - - - \$157,045,211

BANKERS LIFE COMPANY

G. S. NOLLEN, President

DES MOINES, IOWA

GENERAL AGENTS WANTED in MISSOURI and ILLINOIS

Our Special Accident Benefits, in addition to the complete Double Indemnity coverage for accidental death and monthly income for Total Permanent Disability, pays an additional benefit equal to the face amount, for eight special accidents, including:

1. The wrecking of a public conveyance,
 2. The wrecking of a private conveyance,
 3. Being struck or run over while in or upon a public highway,
- And five other features.

We have thousands of Boosters to give you direct leads. You will succeed in a high degree as others have, if, when and as soon as you represent

UNIVERSAL LIFE INSURANCE COMPANY of MISSOURI 700 Times Building St. Louis, Mo.

E. G. ROLWIN
President

W. D. LUMPP
Director of Agents

Your Prospect's Future is the same as your own

When you line him up for the policy he wants, and the policy he needs, you have made a staunch friend, and contented customers mean repeat orders in insurance as well as other lines of business. Sell this contract:

Any natural death.....\$5,000
Any accidental death.....10,000
Certain accidental deaths.....15,000
Accident Benefits \$50 per WEEK.
(Non-cancellable)
Also Disability Income, Waiver of Premiums, etc.

ALL IN ONE POLICY

You can see how worthy such a contract is in the hands of a progressive agent and we invite you to give serious consideration to the United Life "Policy You Can Sell."

There may be an opportunity in your town. Our Vice President, Eugene E. Reed, will tell you all about it. Write him direct . . . and directly.

UNITED LIFE AND ACCIDENT INSURANCE COMPANY

Concord

New Hampshire

Inquire!

DISTINCTIVE PROGRESS

"In great things, steady, consistent growth to meet the needs of the times, never slow, never hasty—always forward to accomplishment."

The Mutual Life Insurance Company of New York America's Oldest Legal Reserve Life Insurance Company

The record and progress of The Mutual Life have been distinctive, and the notable changes and developments now marking its history in meeting the requirements of increasing demand and a quickening growth are evolved from almost a century of experience and success.

Policy contracts completely revised in 1925. New contracts attractive in appearance, phrased in every-day language "easy to read," easy to understand and to construe. They contain all the old provisions justified by experience and all the new warranted by science and by the knowledge of experience. Improved Disability and Double Indemnity Benefits—under new provisions.

Salary Deduction (allotment) Plan of insurance now written by the Company.

Children's Insurance now written on standard forms, ages 10 to 15.

An increased Dividend scale in 1925—the sixth consecutive increase.

A majority of policy loans granted locally at Managing Agency Offices.

The Company writes all standard forms of insurance. Same terms to men and women.

Age limits, 10 to 70, inclusive.

A Company conservative for entire safety, but forward-looking and forward-moving in accord with the new spirit and new demand of the times.

Those who contemplate taking up field work are invited to apply to

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

34 Nassau Street

New York City, New York

GAINS IN 1925

Insurance in force.....	35%
Assets.....	14%
Surplus to Policyholders.....	21%
Income.....	50%

THE TOLEDO TRAVELERS LIFE INSURANCE COMPANY

TOLEDO, OHIO

Orson C. Norton, President

is \$27.37. Present policyholders can have the clause attached to their policies by the payment of a fee of \$1.00, the payment of the difference in premium since the policy has been in force plus 6 per cent interest, and upon furnishing evidence of insurability.

American Central

The American Central Life is issuing a new child's endowment policy for children under age 10, the policies maturing

in seven to 21 years. Death benefits increase in amounts each year until the child is six, after which the full face value of the policy is payable to the beneficiary in event of the child's death. Death or total and permanent disability of the parents cannot deprive the child of the endowment. If at maturity of the policy the endowment is not needed, on evidence of insurability, either part cash and a paid-up policy for the face amount of the original policy will be issued or at the option of the insured a fully paid-up policy for an amount greatly in excess of the original policy.

WITH INDUSTRIAL MEN

NEWS OF THE PRUDENTIAL

Promotions in Various Districts Show Company's Appreciation of Good Services Rendered by Agents

C. A. Price of the Los Angeles 3, Cal., district of the Prudential is advanced from agent to assistant superintendent. K. H. Hougden of the Pasadena, Cal., district has been promoted from agent to assistant superintendent.

Agent D. B. Studebaker of Fort Wayne has been appointed assistant in the same district. Agent J. F. Benne, operating in Hammond (which comprises part of the Gary, Ind., district), has been appointed to the assistant recently opened in that territory. Agent E. K. Bunker of Bloomington, Ind., has been promoted and transferred to the Mitchell assistant. Agent E. L. Jones of Tip-ton, Ind., has been promoted to the new assistant which has just been created in his home town. Thomas G. Getzin-

ger of South Bend has been advanced to assistant superintendent.

Public Savings Changes

The Public Savings Life has promoted Agent F. W. Bubel, Detroit 4, to superintendent. Agent G. Helms, Detroit 6, has been promoted to superintendent. Agent J. M. Williams, Dayton, east, has been promoted to superintendent. The Middletown superintendency has been detached from Hamilton, Ohio, and becomes an independent superintendency.

Had Special Ordinary Week

Following the tremendous week in industrial which the Western & Southern put on some weeks ago when the company wrote three times as much industrial as it had in any previous special week, it concluded last Saturday a special week in ordinary, writing about \$9,000,000 new business. The contest will be continued for another week.

NEWS OF LOCAL ASSOCIATIONS

COLORADO ANNUAL MEETING

Ralph F. Taylor, Special Agent for the Mutual Life of New York, is Elected President

DENVER, June 30.—The Colorado association chose Ralph F. Taylor president for the coming year at its annual business meeting and election of officers. Mr. Taylor is special agent for the Mutual Life of New York. P. L. Pease, general agent for the Equitable Life of New York, was elected vice president from Denver, while Sterling B. Lacy of Grand Junction, Al. G. Scott of Fort Collins and R. W. McClain of Colorado Springs were chosen vice-presidents from towns outside of Denver. John A. Culbreath of the Manhattan Life was elected secretary-treasurer and Curt A. Schroeder, general agent Northwestern Mutual, was chosen chairman of the executive committee.

C. F. Coffin Is Speaker

Charles F. Coffin, vice-president and general counsel for the State Life of Indianapolis, was the speaker and was introduced by Isadore Samuels, retiring president. He gave a very inspiring talk and brought before the agents the idealistic side of their occupation, making a very forceful plea for a high standard of ethics and morals in business relations.

"There are two realms of life," he said, "the high and the low, or the idealistic and the realistic. There are two types of life insurance salesmen to fit into this scheme of things. The first is the man who can sell and do not much else. He is the man who sells and makes good money but lives in his head alone. He has crowded out of his mind all of the higher attributes of success. He has excellent ability but he would just as soon sell for another company as for the one with which he has his contract if he is promised a higher commission. He is a salesman only and is always looking for a chance to make money, no matter what the cost to his

higher mind. That is a limitation one ought to get rid of as soon as possible.

Idealism Precedes Realism

"The other type of salesman is looking out for the interests of his company as well as for himself. His company is as inseparable from him as his shadow. He has a high standard of ethics and morals and has drawn a line over which he will not step, no matter how strong the money-making urge. The difference between the two types is fundamental. Idealism must always precede realism, however, for if you were to take the idealistic out of nature you would have very little worth while left. If you take the idealistic out of the insurance agent you have nothing left but a machine."

Mr. Coffin urged the agents to cultivate their imagination and their intellect and to put ideas into their business. He laid strong stress on the necessity for physical fitness, declaring that if one did not have health he could not even hope to compete with the business world. In emphasizing these points Mr. Coffin suggested a daily routine of exercise for health and a short period each day for systematic study, to improve the intellect. Religious devotion to this daily routine would astonish even the most skeptical, he said. In closing his talk he declared there are plenty of \$25,000 per year jobs in the life insurance business but that there is a scarcity of men to fill them. He blamed this scarcity upon the fact that it is human nature not to see the necessity for careful preparation for such a job and consequently very few men are preparing themselves for \$25,000 jobs.

Loving cups were presented to P. W. Eames of the Aetna Life at Rifle and to John H. Frost of the Mutual Benefit in Denver. Mr. Eames was awarded his cup for having written more cases during the past year than any other member of the association, while Mr. Frost was honored for having shown the largest individual production. Mr. Eames wrote 121 cases while Mr. Frost produced \$501,300 in new business. The membership voted to allow the executive board to pick the delegates to be sent to the national convention to be

held next fall and these delegates will be announced later. The yearly report, which was read, showed the association to be in excellent financial condition.

CONN CINCINNATI SPEAKER

Annual Meeting of Oldest Life Underwriters Association Is Held for Election of Trustees

CINCINNATI, June 30.—The annual meeting and election of trustees of the Cincinnati association was held last week with President Ralph Holterhoff presiding. The Cincinnati association is the oldest life underwriters association in the United States. The guest of honor was Harry L. Conn, president of the Insurance Commissioners Convention and superintendent of Ohio. Mr. Conn devoted a part of his talk to a defense of the position of the Ohio department in his controversy with two Ohio mutual automobile insurance companies. He spoke highly of life insurance as it is being conducted in Ohio and said it was at least as well managed as any other branch of insurance. He said that what the life insurance business needs is more men of the type of a college professor at Delaware, Ohio, who he said had brought incalculable benefits to mankind through his scientific investigations but who had never made more than \$1,800 per year. The man who does not have the proper conception of the nature of the business and who is in it only for the money he can make out of it should not be engaged in the work.

Report on State Association

W. A. R. Bruehl, Jr., who succeeded E. B. Hamlin of Cleveland at the Columbus meeting in January of the Ohio association as president of that body, reported on its activities. Mr. Bruehl also reported as chairman of the legislative committee with regard to the occupational tax in Cincinnati that this would not be required of companies outside the state maintaining agencies in Cincinnati, but that the efforts to have the tax removed as regards local companies had been unavailing. The Ohio code provides for licenses and taxes of outside companies and this precludes the collection of an occupational tax.

An important feature of the evening was a report of the educational committee made by C. V. Anderson. Mr. Anderson introduced Prof. D. H. Druffner, director of extension work at the University of Cincinnati, who offered the facilities of the university to the life insurance men and announced a number of courses, especially one on wills, trusts, etc., and another on the study of business administration for those contemplating writing business insurance. The proposed course covers two years of three nights a week at the close of which the student is eligible to receive a certificate issued by the university and the association. The educational committee also announced that Dr. C. J. Rockwell and his staff had been engaged for a six weeks' course in life insurance and salesmanship for next summer. Mr. Anderson as national executive committeeman also reported on arrangements that are being made for the convention of the National association at Atlantic City and urged a much larger attendance than at the convention at Kansas City last year.

New Officers Announced

This was the first election of trustees under the new constitution and some 20 names of candidates had been submitted of whom the following were elected: To serve three years, L. B. Dierkes, Emmet C. Peebles and C. J. McCoy; to serve two years, John Sebastian, John B. Keena and Max Salzer; to serve one year, C. J. Iredell, W. A. R. Bruehl and J. M. Mulford. These with the national executive committeeman comprise the board of trustees who select the officers. The association now has a paid executive secretary, Miss Mabel Hubbard.

The trustees announced the selection

of officers as follows: President, John M. Mulford, Equitable of New York; vice-president, Max Salzer, New York Life; secretary-treasurer, John C. Sebastian, Union Central Life.

New York City.—The executive committee of the New York City association held its final meeting for the current year this week. The present committee, which retires, put the association's affairs in ship-shape condition for the incoming committee elected several weeks ago. The new committee will hold its first meeting in September when a chairman will be elected to succeed W. R. Collins of Johnston & Collins, who was recently chosen president of the organization for the ensuing year. At the meeting Joseph P. W. Harty of the Mutual Life of New York was appointed for the fifth consecutive time as chairman of the committee in charge of arrangements for the local delegation to the National association convention at Atlantic City in September. The committee voiced its entire approval of the appointment of Vincent B. Coffin, associate general agent of the Provident Mutual Life at Albany, as successor to Dr. Griffin M. Lovelace, who recently resigned as director of the New York University life insurance training course, which was organized and originally financed by the New York association. Chairman Collins as president-elect announced he was drawing up his list of appointments to the standing committees and would be prepared to publish them soon. It was also announced that the total membership was 1,630, more than 200 more than it has ever had at this time of year.

Akron, O.—At the annual meeting of the Akron association the following officers were elected: Ray L. Harpham, president; H. Doyle Chandler, vice-president; Homer E. Crain, secretary-treasurer; Lee W. Breese, state delegate; C. E. Way, delegate to the national convention; executive committee: C. H. Allenbaugh, Melvin Bolce, R. T. Curtis, E. E. Lincoln, E. O. Mowrer, W. J. Tingle. Mr. Curtis, the retiring president, reviewed the association activities for the past year. Secretary H. Doyle Chandler urged early enrollment in the Rockwell school of insurance salesmanship which is to be held Aug. 2 to Sept. 30 in Akron.

Champaign County, Ill.—The Champaign County association at its recent annual meeting elected the following officers: President, C. H. DeLong, Peoria Life; vice-president, H. H. Perriman, Metropolitan Life; secretary-treasurer, F. H. Beach, Equitable Life of Iowa; member executive committee, Martha E. Green, Massachusetts Mutual. T. H. Young, manager of the renewal department of the Peoria Life, was the speaker at the meeting.

Indianapolis.—Hugh D. Hart, of Hart & Eubank, general agents of the Aetna Life in New York City, was the principal speaker at the closing meeting of the season of the Indianapolis association, held here Wednesday. The officers were elected at a meeting of the board of directors Tuesday at a luncheon at the Chamber of Commerce, at which 15 members were present, including five new directors, selected by mail ballot. The new members are George K. Jones, Connecticut Mutual; C. Fred Davis, State Mutual Life of Massachusetts; Otis E. Logan, Provident Mutual; George A. Newton, Penn Mutual, and Homer Day, Prudential. The meeting Wednesday was the largest of the year in point of attendance, all life offices in the city being closed between noon and 2 o'clock. The association will cease activities until early fall, with the possible exception of a picnic in July or August.

The directors elected William W. Harrison, state manager for the New York Life, as president. He has been treasurer the past year, and succeeds Fred M. Dickerman of the Guardian Life. Other officers elected were George K. Jones, Connecticut Mutual, first vice-president; Dan W. Flickinger, John Hancock, second vice-president; George A. Newton, Penn Mutual, secretary, and Carl F. Maetchke, Prudential, treasurer.

Oklahoma City.—Immediately upon the installation of the new official staff a meeting was called to plan activities for the fiscal year, for the Oklahoma association. The initial and perhaps the most important step was to execute the commands of the association, which at the closing meeting of the season, voted to incorporate. A charter was obtained

You may believe there is nothing new under the sun, but after considering our General Agency proposition you may not be so sure about it.

THE Gem City Life was organized in 1911. For over 15 years the company has had a steady and satisfactory growth. Old enough to have secured valuable underwriting experience—big enough to have financial stability—young enough to have high ideals and great ambition, and small enough to be able to maintain a personal contact with its agents. The Gem City Life is an ideal organization in which you will find all the good things you have been seeking in a company.



General Agency Openings in
West Virginia, Georgia, Alabama, Louisiana, S. E. Ohio

The GEM CITY LIFE INSURANCE COMPANY

Dayton - - Ohio

I. A. MORRISETT, Vice-President

We have openings in Ala., Ark., Del., D. C., Fla., Ga., Ill., Ia., Kans., Md., Mich., Minn., N. M., N. C., Okla., S. D., W. Va. and Wyo.

**Our Agents Have
A Wider Field—
An Increased Opportunity
Because we have**

Age Limits from 0 to 60.
Policies for substantial amounts (up to \$5,000) for Children on variety of Life and Endowment plans, thus enabling parents to buy all of the Family's insurance on the Ordinary, i. e. Annual, Semi-annual or quarterly premium plan.
Participating and Non-Participating Policies.
Same Rates for Males and Females.
Double Indemnity and Total and Permanent Disability features for Males and Females alike.
Standard and Substandard Risk Contracts, i. e. less work for nothing.

THE OLD COLONY LIFE INSURANCE COMPANY OF CHICAGO

B. R. NUESKE, President

OUR NINETY-FIRST BIRTHDAY

Ninety-one years ago, April 1, 1835, Massachusetts chartered the New England Mutual. This is the oldest Charter now existing.

The granting of this Charter had a vast significance, for it introduced a New Idea, which cleared the way for the present growth of Life Insurance.

THAT IDEA WAS MUTUALITY

New England Mutual Life Insurance Company
of Boston, Massachusetts

HOW DOES THIS STRIKE YOU?

THE GOLDEN RULE AGENT'S CONTRACT HAS BEEN REVISED AND IMPROVED

60% graded and one renewal right off the bat.
5% extra for cash.

Bonus and additional renewals for volume.

Five renewals of 5% for a volume of \$25,000 paid personal production in any agency year.

\$1.00 per thousand bonus and 10 renewals for \$50,000.

\$2.00 per thousand bonus and 10 renewals for \$100,000.

\$3.00 per thousand bonus and 15 renewals for \$300,000.

\$4.00 per thousand bonus and 15 renewals for \$600,000.

Automatic Promotion—Vested Renewals—Unrestricted Territory and the Right to Appoint Other Agents

Their volume is combined with yours, and YOU receive the bonus and renewals for which you qualify and they fail to qualify on their business.

There is our whole wonderful agency proposition in a nutshell.

The Policies You Would Sell Are Equally Attractive

You have heard of PERFECTED ENDOWMENTS which are Ordinary Life with endowment additions and return the savings in addition to the face of the policy in the event of death. You should also investigate

The Preferred Risk \$5,000.00 Special

Ordinary Life—\$5,000—Age 35—Premium \$106.50
Dividend \$17.25—First Year Net Cost—\$89.25
or \$17.85 per thousand

Contingent upon payment of the second premium

Compare out net cost with that of your favorite company or with Government Insurance. You have a surprise coming

AND THE END IS NOT YET!

The Columbus Mutual Life

Insurance Company

580 E. Broad Street

Columbus, Ohio

C. W. Brandon, President D. E. Ball, Vice-President and Sec'y.

We have opportunities for Agents in
Arkansas, Illinois and Iowa

International Life & Trust Company

Home Office: MOLINE, ILLINOIS

THE SECURITY LIFE INSURANCE CO. OF AMERICA

O. W. JOHNSON, PRESIDENT

WITH

Insurance in Force.....Over Fifty Million
Assets.....Over Six Million

AND THAT HAS

Paid Policyholders since organization.....Five Million

WANTS—General Agents and Managers in 17 states

Contract—Commissions or commissions and expense allowance

Address S. W. GOSS, Vice-President, 134 N. La Salle St., Chicago, Ill.

by the trustees. The policy of advertising life insurance has been adopted by the association and George Lackey appointed chairman of the advertising committee to serve with C. C. Day and E. Guy Owens. The copy and mediums used are to be entirely governed by the committee. The movement is to be financed by the general agencies on the pro rata basis of the amount of insurance paid for by the individual agency the preceding year. The general agents will be assisted in bearing the expense of the campaign by their heavy producers.

Portland, Ore.—The weekly meeting of the Portland association was addressed by George L. Williams, vice-president, and Dr. William Muhlberg, medical director of the Union Central Life.

Maine.—The Maine association held its annual sales congress at Prouts Neck, near Portland, last week with about 300 in attendance from all parts of the state. Among the speakers were Robert Lynn Cox, second vice-president and general counsel of the Metropolitan Life; Robert J. Williams of the New York office of the Union Central Life; John D. Sage of Cincinnati, president of the Union Central Life; Roderick Pirnie, general agent at Springfield, Mass., for the Berkshire Life, and Charles C. Gilman of Boston.

Blue Grass (Ky.)—The Blue Grass association has elected the following board of directors: W. P. Averitt, Mutual Benefit Life; W. J. Cardwell, Provident Mutual Life; H. S. Taylor, Equitable Life; Walter Hunter, Reliance Life; Will P. Young, Northwestern Mutual Life. Delegates and alternates to the national convention in Atlantic City in September were also chosen.

Buffalo, N. Y.—Walter B. Sheehan has now taken up his duties as executive secretary of the Buffalo association. He is the first paid secretary the association has ever had. Mr. Sheehan is a recent graduate from the Wharton School of Finance & Commerce of the University of Pennsylvania, and was suggested by Dr. S. S. Huebner.

Mr. Sheehan was born in Memphis, Tenn., 30 years ago, and lived a greater portion of his boyhood in San Antonio. Following graduation from high school he worked for the Pierce-Fordyce Oil Association on the Mexican border. Following training at Fort Meyer, Va., he entered the world war and in the battle of the Argonne was seriously wounded. When well enough he took up work at the University of Pennsylvania, graduating with high honors.

Memphis, Tenn.—New officers of the Memphis association are Harry G. Allen, associate general agent Massachusetts Mutual Life, president; J. H. Barnett, vice-president; Seth W. Ryan, secretary; Joseph P. Evans, treasurer; John E. Lip-pitt, Bolling Sibley, R. Henry Lake, executive committee, from blue ticket; G. C. Polk, C. O. Terry, H. J. Hughes, executive committee from red ticket. Memphis will make an effort to land the 1927 convention of the National Association of Life Underwriters.

PACIFIC MUTUAL LIFE AGENTS IN CONVENTION

(CONTINUED FROM PAGE 3)

graming was not a panacea for all the ills of the business, it did enable the solicitor to paint a clearer picture of a man's needs.

E. E. Henderson of Los Angeles, one of the company's leading producers, said his most effective approach on program insurance was to ask the prospect, if he were to pass out of the picture today, would his estate if converted into

liquid assets allow his family to continue living in the same style to which they were accustomed.

C. C. Day, general agent at Oklahoma City, speaking on the subject of minimum program, urged the underwriters to be alert to what actually happens when death steps in. Mother moves over into the driver's seat at death. If the insurance program is adequate an orderly rearrangement takes place. If there is no insurance program the change is almost chaotic. Harness a man's insurance so it will do what will actually be required, was his suggestion.

Banquet Monday Evening

At the banquet Monday evening Vice-President Moore was presented with a beautiful watch, a gift from the members of the Big Tree Club. Governor Clarence J. Morley made a splendid insurance talk and named as the four requisite qualifications of a life underwriter ability, reliability, endurance and action. Presentation of the golf trophies and dancing followed the governor's address.

Cyrus K. Drew, publisher of the "Underwriters Report" of Denver, stated that one of the agent's biggest weaknesses was his taking things for granted. The keynote of the whole meeting is emphasizing the idea of program insurance.

It was brought out at the Tuesday's session that the Pacific Mutual has a \$1,500,000 deficit at the present time on non-cancellable business owing to the big reserves it is obliged to set aside. It is for this reason, together with contemplated increase in premium reserve and claim reserves that the company is obliged to put on this form of business, that it has been obliged to increase its rates for the higher ages and decrease the scale of commissions.

Purchases Reinsurance of Canada

The stockholders of the Reinsurance of Canada recently met at Waterloo, Ont., and decided on the sale of that company to the Ontario Equitable Life. The agreement was ratified by both companies. The agreement was that the Reinsurance shareholders were to receive one share of Ontario Equitable Life stock for each share of Reinsurance stock. The Ontario Equitable Life stock was quoted much higher at that time than Reinsurance stock. The Ontario Equitable Life has increased its capital from \$2,000,000, to \$3,750,000. A large part of Ontario Equitable Life reinsurance is carried by the Reinsurance of Canada. By taking over the business of that company it takes back a considerable part of its own business as well as policy reserve and assets of the Reinsurance of Canada.

Missouri State's Field Day

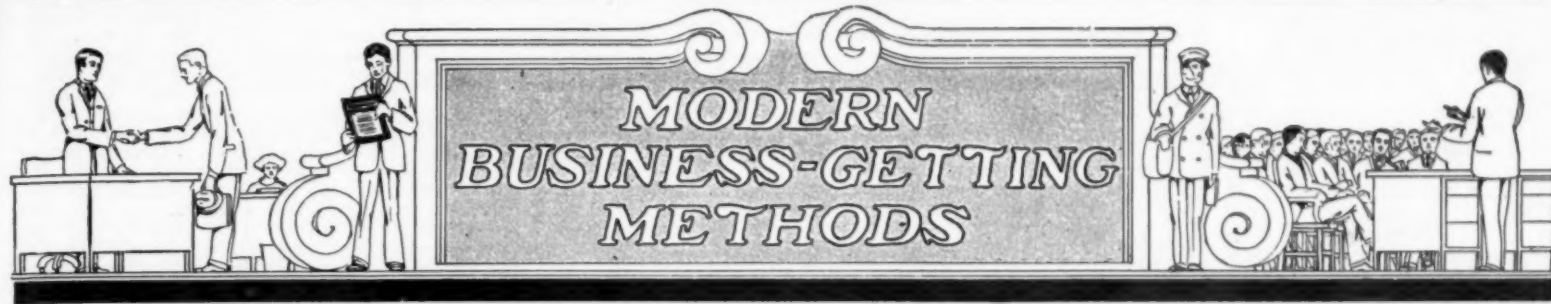
More than 650 employees of the Missouri State Life with their families participated in the annual field day exercises of the company at Westlake Park, St. Louis county, last week. Thirteen motor busses and 50 private automobiles were required to transport the picnickers to the park. Vice-president James J. Parks was in charge of the program for the day and he did a good job.

Sun Life Changes

C. E. Reid of the Sun Life has been appointed supervisor of the group department, while Charles B. Buckley is now secretary of agencies. Victor B. Harris becomes secretary of Canadian agencies, and H. Leonard Jones, secretary of United States agencies. W. Derry has been made chief clerk of the agency department.

Elbert M. Smith

Elbert M. Smith has been appointed district manager of the Santa Rosa district in California by the California State Life. Mr. Smith joined the company two years ago, without any previous life insurance experience, and qualified the first year for the El Capitan Club. He is now eleventh on the list of producers in 1926.



Daily Audit of Time Is an Important Factor in Attaining the Degree of Success That Is Every Agent's Goal

By JOS. J. DEVNEY, Cleveland

"MY HARDEST TASK is to keep at it." This was the statement made by a life insurance salesman to me a few days ago. There is nothing unusual about such a remark except that it was made by a man who had sold over \$500,000 personal business in a year, and in a subsequent year had produced only half that amount.

Assuming that the slump was occasioned by his inability "to keep at it," the failure to be able to utilize his ability was surely expensive. The fact that such a man finds it hard to keep at it shows the importance of the subject. In fact, no one feature of salesmanship is more important or more worthy of consideration. A man may be full of facts, figures, ideas and schemes for getting business, but application is the only thing which begets applications.

Most Men Do Not Use Potential Ability

Many a man finds himself in a similar position; he has the potential ability, but

cannot or at least does not keep applying it as he should. If reminded that he should, he is apt to think: "It's well enough to say what ought to be done, but it is a different thing to go out and do it." This is true, but tens of thousands of life men are doing it every day, which shows that it can be done. It demonstrates also that they have solved the problem. The man who thinks he cannot, or who will not try to solve the problem for himself is doomed to failure. In fact he is a failure. But there is hope for every man if he will adopt and follow a regular schedule.

Clay Hamlin Got Start After Repeated Failures

Clay Hamlin, one of the greatest present day writers, got his real start after repeated failures by training himself to follow a strict daily schedule. Did it ever occur to you that a man cannot keep doing his level best continuously unless he does train himself?

The man who has never trained him-

self, consciously or otherwise, to systematize his time wastes a great deal of it. He never accomplishes as much as he should, he is always dissatisfied with his progress and is always behind with his work. If a salesman fails to work regularly from six to eight hours a day, if he spends a great deal of time wondering which prospect he should go to see next, he squanders much valuable time. The man who trains himself to work several hours a day without having to prod himself, will be able to use his entire energies on his prospects, instead of dividing it between them and himself.

Work Out Schedule to Increase Efficiency

Schedules make for efficiency. Courses in efficiency are based on schedules. The reason for this is plain and logical. Everyone knows that following a certain routine for a sufficient length of time will form a habit, and there is no other possible way of accomplishing this result. Can you think of any other way by which your mode and manner of living, doing, acting, working can be molded, shaped into the desired form, except by following a schedule?

No one would expect to cultivate the habit of rising at a certain hour unless he fixed the hour and arose accordingly. Does it seem reasonable therefore that

a man can work regularly unless he sets hours for himself and cultivates the habit of putting forth his best efforts during those hours? Let us consider the following schedule: Sleep, 11 p. m. to 6 a. m., 7 hours; bathe, dress, breakfast, go to office, 6 a. m. to 8 a. m., 2 hours; work, 8 a. m. to 12 m., 4 hours; lunch, 12m to 1 p. m., 1 hour; work, 1 p. m. to 5 p. m., 4 hours; go home and dine, 5 p. m. to 7 p. m., 2 hours; relax (and sometimes work), 7 p. m. to 11 p. m., 4 hours.

Preparation of Schedule Helps to Save Time

If a person would take the time and trouble carefully to prepare a similar schedule suitable to his own circumstances, that very act would be a help in maintaining it. Looking at it daily and checking up each evening it would be a constant reminder of what he was attempting to do and a big help in doing it. If really in earnest he would feel beaten should he fall from grace, and the sting would stimulate him to renewed effort.

The storekeeper who never takes an inventory of his goods is apt to become insolvent before he knows it. The salesman who never checks up his time is mighty apt to be disappointed in results. He will have many a blue day when he will wonder why he falls. A daily audit

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of time is one of the most satisfactory and helpful factors which any salesman can adopt.

Must Repeat Action to Establish Habit

There is scarcely anything new to be said on the subject of the effectiveness of habits. The average man realizes the disadvantage of the bad ones, and the benefit of the good ones, and that habits are formed by the repetition of certain actions. But the trouble with most men is their inability to perform a certain desirable action a sufficient number of times to form the habit. The desultory worker, for example, finds it next to impossible to apply himself consistently six to eight hours a day for a sufficient period to form the habit. In such a case some auxiliary helps will aid in keeping the schedule.

Saving Money Will Help to Save Time

As a rule, the man who wastes time wastes money and vice versa. Therefore, if the time waster will begin to save money he will find it a great help in saving time. Each effort will help the other and a double benefit will result. If you happen to belong to that large class who wish they were accomplishing greater results and yet find it difficult "to keep at it," try this plan: Watch your expenditures of both time and money. Consider your working minutes worth a nickel each and waste neither one nor the other. Keep an account of your expenditures as you do your time. Determine to deposit \$10, \$25, \$50 or some other amount regularly each week in your savings account.

Then work hard enough to earn the surplus each week and take care of your other obligations besides.

Determination of Minimum Working Day Important

Another way to help form the keep-a-going habit is to select a minimum hour day at which you can keep up speed and gradually increase it. If you can work energetically and enthusiastically only three hours a day, take that as your first stint, and lengthen it from time to time until you have acquired the ability to work a full day with a good head of steam. Since listless effort gets almost no results, it is better to work three or four hours a day with vim and a punch than to put in seven or eight hours in a lackadaisical manner. Salesmanship requires a force which is positive; a negative or even neutral state will not bring results.

Successful Men Are Wholly on the Job

A well known magazine publisher spends considerable time away from his office lecturing and traveling, but when he is at the office he makes it a point to do a long day's work at top speed. In this manner he not only accomplishes good results personally, but imparts to his business associates a spirit of action which remains when he is not there. Investigation will show that the men who accomplish big results are 100 percent on the job. Follow this tip, make a daily audit of your time and you will undoubtedly enjoy the satisfaction of having fewer regrets and greater remuneration.

GIVES SOME ADVICE AS TO MAKING APPROACH OVER THE TELEPHONE

W. M. HAMMOND, manager of the Aetna Life at Los Angeles, gives some practical hints in the "Aetnaizer" on making an approach over the telephone. He says:

"No one's judgment is better than his information, but a great many business men deny themselves the privilege of an accurate judgment because of a disposition to refuse to receive facts from others. This is particularly true as it relates to the important subject of life insurance, and it often is a very difficult matter for the life insurance men to get an audience with men of this numerous type.

Will Listen to Telephone

"Some life insurance agencies have worked out very successfully the idea of the use of the telephone for the purpose of simplifying the matter of getting the ear of these men. There are very few business men who will refuse to answer a telephone call and listen attentively to the message. Those same men, however, will frequently exclude from their offices the salesman who presents himself in person.

"The telephone is not used for the purpose of selling insurance, but is used merely for the purpose of an appointment. The use of the phone for this purpose is dangerous unless properly handled and under no circumstances should subterfuge be resorted to. The man on the other end of the wire with whom you are endeavoring to secure an

appointment should understand most clearly the purpose of the appointment. Briefly, such a telephone approach is as follows:

How to Make Approach

"Mr. Smith, this is Mr. Johnson of the Aetna Life Insurance Company. I have a suggestion to make to you in relation to a life insurance service and I am phoning for the purpose of making an appointment. Will it be convenient for you to see me tomorrow morning at ten o'clock for about five minutes?"

"Naming a definite time is very important. That does not mean that you will not see him at another hour, but it compels him to make the appointment definite.

Had Suggestion to Make

"Now if you expect that Mr. Smith will immediately acquiesce to your suggestion you will probably be very much disappointed. You must be prepared for a polite refusal in the nature of information that he is not interested in life insurance and is very busy and would like to be excused. You must be ready with a rebuttal. In a well modulated voice, which gives no evidence of haste or anxiety, explain to him that you had no idea that he was in the market for insurance and that you simply had a very definite suggestion to make; that you guarantee to present this suggestion within the five minutes allotted and that

it might be of a great deal of service to him.

"You must be prepared to back up with absolute faithfulness your statement that you had a suggestion to make in relation to an insurance service. You know he is not in the market for insurance—your business is largely creative.

"As you enter the presence of your prospect you say to him that the purpose of your visit is to have the opportunity of later presenting for his consideration a very definite insurance program relating to his needs and responsibilities and that you are there at that moment for the purpose of acquiring information of a personal nature that will enable you to do that intelligently.

Should Get Complete Information

"Be very careful to secure complete information about the prospect's date of birth, condition of health, the full names and dates of birth of all of the family, whether or not he contributes to their support and who would support them in the event of his death, whether he owns his own home, whether there is a mortgage on it and how much, his plan for liquidation, the health of his children and about the beneficiary provisions in his present insurance.

"Remember that you are approaching him professionally. You are analyzing his present insurance holdings and calling his attention to any short-comings. Your are performing for the prospect a service—the service of protection."

Discuss Convention Program

The program committee of the National Association of Life Underwriters is meeting this week at the Drake hotel. Hugh D. Hart of New York is chairman of the committee. Among those in attendance are President Frank L. Jones of the National Association of Life Underwriters, President Petty of the Canadian Association, Charles L. Scott of Kansas City, J. A. McCamus of Toronto, Ernest W. Owen of Detroit, W. R. Robinson of Philadelphia and William May, Jr., of Toronto, vice-president of the Canadian association.

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